3-PART SYSTEM TO CREATE AN EXTRAORINDARY LIFE!

Welcome to *Ultimate Edge®,* and congratulations on your commitment to take control of the quality of your life. In a time when economies and entire industries around the world are experiencing rapid change that affects virtually every aspect of our daily lives, people need to be ready to adapt to – and capitalize on – the pace of disruption that's become the "new normal."

It's more important than ever to not only have the resources to weather today's economic, social and global challenges but to also build the mental and emotional resilience to respond in ways that form the foundation of a secure, prosperous and fulfilling future. So many people resign themselves to the uncertainty and seemingly uncontrollable forces reshaping the world today, not realizing that our lives do not have to be dictated by outside circumstances. We truly can live the life we've always dreamed about, regardless of anything that's happening around us. I applaud you for making the decision to tap into the tools and insights that will help you create the ultimate edge in your life and in the lives of those you care about.

Before you start, I want to give you a little background about why I created this program. For over 40 years, I've had the privilege of working with more than 50 million people from over 100 nations around the world. This experience has given me incredible opportunities to discover what really drives human behavior and to identify the patterns that create failure or lasting success.

It's been an amazing journey. I studied those who have been able to achieve and sustain high levels of accomplishment. I also had the "unique" and often painful experience of developing my own insights along the way after facing personal, financial and spiritual challenges common to so many. Now, as a result of all of that, I am proud to bring you *Ultimate Edge*.

Ultimate Edge provides you with the best of what I have learned and the proven strategies that can help virtually anyone not only achieve anything they desire – whatever the outside circumstances – but also experience amazing levels of personal fulfillment as they go for their dreams.

***Ultimate Edge* is a system designed to let you maximize our most effective strategies to get you to where you want to be, using this three-step process:**

Step 1: **Listen to the audio sessions.** These sessions have been designed to deliver the biggest impact for transforming your life in the least amount of time. Start with the first two sessions of Inner Strength, switch over to Personal Power Classic and Get The Edge® and then complete the final day of Inner Strength. Finally, we'll leave you with a bonus audio from our PowerTalk! audio series, called, "Transformation: The Power of Expanded Identity." And no worries – we'll walk you through the whole program step-by-step. All you have to do is listen to the audio in the order we've laid out for you and then follow along in this Personal Journal.

Step 2: **Speaking of your Personal Journal, be sure to use this resource as a place to do your assignments each day,** review the content and track your progress with the program. We've also provided handy Summary Cards that you can take with you on the go to help as you implement what you're learning.

Step 3: **Continue the momentum.** *Ultimate Edge* is a complete system, but make sure the momentum you build doesn't stop once you've completed it! Take full advantage of these gifts:

1. $100 discount coupon toward any of our multi-day live events.
2. A free 30-minute one-on-one personal strategy session with a trained Tony Robbins Results Coach.

Reach out to our team at 1-800-898-8669 for more information or if you need help at any time.

My wish is that this program provides you with the *Ultimate Edge:* a solid understanding and awareness of the forces that already lie within you now and how to guide those forces to direct your path through any of life's storms and arrive at the results you desire and deserve.

I hope that someday I will have the privilege of meeting you personally and hearing the story of how you used this program to create even greater success and fulfillment in your life.

Thank you again for taking action and please keep up the momentum of this moment by playing the first audio for Day 1 of Inner Strength: Decisions & Destiny right now!

Live with passion!

Tony Robbins

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To take our lives to the next level, we need to understand that the external world is not the driving force in who we become or what we choose to create for our lives. What we want is to take control of the *internal* forces that shape the direction of our lives so we can fully realize our emotional, physical, financial and spiritual potential. Over the next few days we will uncover the insights, tools, strategies and positive triggers that can change the quality of your life in a moment.

During the times in life where we get frustrated or overwhelmed or maybe even feel stuck, often there is something that snaps – a moment when everything changes. Regardless of what stage of life you may be in (if you are on a roll and want to continue to the next level or if you are experiencing challenges you need to turn things around), the *Ultimate Edge* helps you to cultivate the inner strength necessary to forge a path toward true meaning and happiness. Throughout the course of the program you'll learn to recognize the patterns and use the tools that enable you to take control and achieve success in all areas of your life.

Whether it's changing your body, turning around your finances or finding passion in your relationship, you will discover not only motivation but also lasting inspiration for you to accomplish what you've always wanted and shape your own destiny.

"The possibilities are numerous
once we decide to act and not react."
– George Bernard Shaw

The 3 Pillars of Progress

The road to transformation begins with understanding and adopting what we call the 3 Pillars of Progress. These are 3 clear and simple steps that take you from where you are to where you want to be in the shortest, fastest way possible, no matter what you're trying to achieve. You'll be able to use them far beyond this program!

First Pillar: Get Focused and Clear, and Make It Compelling

The first step is to **clarify the results you desire in your life.** What do you want most in the areas of life that are important to you? What is your definition of an extraordinary quality of life? What do you need to take your life to the next level?

Without a clear and compelling vision for what you want today, you won't be able to even find the target of lasting happiness, let alone hit it. Your chances of knowing what your bull's-eye looks like, however, depends on how honest you can be with yourself. When you've got a clear and compelling vision of what it is you want, it shifts your mind and emotions, giving you the impetus to shift your actions to those that move you towards your vision.

Second Pillar: Get the Best Tools for Results

Once you've defined your target, you need an effective and efficient game plan to hit it. In order to close the "gap" between where you are and where you want to be, you need a proven map, an effective mentor and training to drive you to take action. Armed with proven tools, high-quality skills, an effective coach to constantly measure your progress and an empowering community to hold you to a higher standard, there is no way that you won't get the results that you deserve!

Third Pillar: Get Integrated and Get Aligned

However, sometimes tools are not enough: **You need to unlock what's blocking you and unleash your power.** Why is it that sometimes we know what to do, we have great motives for change and yet we fail to follow through? Or we make changes in the moment, but they do not last long term? What's missing is a practical understanding of human psychology: why we do what we do and how to change it. **By understanding your personal blueprint – how you create meaning and emotion and what causes you to think, feel and behave the way you do – you can not only gain the answers to these questions but also learn how to create lasting change and fulfillment.** Through the process of discovering, understanding and aligning your internal drives, you are able to channel them so that you naturally move in the direction you desire more – a direction that serves not only you but also all those you care about.

Resources vs. Resourcefulness

The biggest illusion we have in life of why we can't achieve something is that we start to believe that we're lacking adequate resources. *I don't have enough money. I don't have enough time. I don't know the right people. I don't have the right training*. While any of these may in fact be true, there has certainly been something in your life where one or more of the above factors didn't stop you. You found a way. For example, you may not have had the money, but you were creative enough to get it.

If the obstacle seems absolutely insurmountable, but you're focused enough, will you find a way anyway? Of course you will, if you have enough determination, enough flexibility and enough creativity. If you need help and don't know what to do, but you care enough, you'll reach your goals and get what you need. Resources are never the *real* problem. **The real problem is a lack of *resourcefulness*. What's the ultimate resource? Human emotion.**

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Human emotion is how we tap into our resources? We tend to forget this truth because we live and operate in a world driven by thinking, not feeling. We lean on our ability to figure things out. When we reach a point where it seems like we can't figure out a solution, the illusion of failure keeps us from reaching our goals. But in reality, if we *feel* strongly enough about something, no amount of time or perceived lack of resources would keep us from achieving what we're after. If our mind is the car that steers and moves us toward what we want, our feelings and emotions are the fuel.

The mind needs fuel to operate at full capacity. It behaves very differently when you're passionate about something than when you're frustrated, angry, bored or dejected. Your mind fires up when you're feeling excited, eager, enthusiastic, inspired, engaged in what you want to achieve, like there's a real purpose behind your goals. That passion flows into your thoughts, actions and the way you interact with people.

Change the fuel that drives the mind, and you change the experience of anything you're trying to accomplish. We're either unresourceful or resourceful based on the habit of emotions that we use most often. Once you realize that *you* are in control of the fuel that directs your thoughts and actions, the next step is to recognize the power of the decisions we make from moment to moment, and throughout our lives.

The 2 Master Lessons in Life

Gaining the *Ultimate Edge®* in life requires mastering two skills: the science of achievement and the art of fulfillment.

Achievement – Going from where you are to where you want to be requires a plan, a specific strategy. You can achieve anything you desire simply by following certain laws. Whether you want to improve your financial outlook, enhance your relationships or sculpt your body into fantastic shape, following a set of scientific principles will guarantee results.

Fulfillment means experiencing tremendous joy in the process – so you feel not only the excitement of the pursuit but also the enthusiasm and gratitude for the little things in life along the way. If you're going to feel happy, alive, excited and passionate about life, you must understand that these lessons go hand in hand. Consider how some very famous people we've all seen often achieve the heights of success, yet never feel fulfilled despite the money, accolades and more.

"Success without fulfillment is the ultimate failure."
– Tony Robbins

The Power of Decision

Can you think about the areas in your life where you feel most fulfilled, be it your relationship, your career, your body or your family? The path to fulfillment is progressive – an ongoing journey or a project that engages your love, passion and time. More often than not, however, you can pinpoint a specific moment of significant change that inspired or triggered the actions that led to personal achievement. It is in these moments that you align and focus the power of your inner world to accomplish success and fulfillment in the external world.

The goal of the Ultimate Edge is to provide you with the knowledge and tools to actually create and make the most of these moments of personal empowerment, not just wait for them to "come along." Utilizing this power – this emotional fitness – to work against fear and doubt and overcome any obstacle allows you to become the architect of your own destiny instead of simply reacting to the forces in your environment.

The Ultimate Edge = Psychological Strength

Mental edge and focus that maximizes who you are, what you're capable of and what you get to enjoy out of this life.

We are only able to exercise this emotional fitness and psychological strength through action. Nothing changes without new action. It is also essential to remember that every action is parented by a *decision*. Think about it. Before you take any action, you have to make a decision. No matter how inconsequential a decision may appear to be, even the smallest could change the outcome of your life. It's in your moments of decision that your destiny is shaped.

Decisions = Destiny

Each day we're making new decisions, creating new actions, fueled by the power of emotion. When you decide, you act. And when you act on something, life reacts. Some decisions may only have short-term impact, and others affect us far beyond what we could imagine in the moment. But either way, our decisions are shaping our life's destiny.

"Once you make a decision,
the universe conspires to make it happen."
– Ralph Waldo Emerson

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The 3 Decisions

There are three decisions you're making every moment of your life, either consciously or unconsciously. Developing the capacity to transform anything in your life depends on how aware you are of these decisions that you're making all the time:

1. ***First Decision:*** **What Are You Going to Focus On?**

   Every moment of your life, you have to decide what you're going to focus on. If you don't *consciously* choose where to point the lens, your brain just defaults to what it usually focuses on. Most people focus on what they're afraid of, and whatever you focus on, you feel. So if you keep focusing on what you fear, you bring it into your life. As you think about it, it becomes alive inside of you.

   Wherever focus goes, energy flows.

2. ***Second Decision:*** **What Does This Mean?**

   The minute you focus on something, your mind has to come up with a meaning for it. From an evolutionary standpoint, the human nervous system *has* to know: is this going to mean pain or pleasure? Whatever meaning you assign to an experience, that experience *becomes* that meaning because you make it real in your body and mind. As with your focus, if you don't *consciously* choose what things mean, your old patterns show up. Come up with an empowering meaning, and you change how you'll feel.

   What you feel begins with what you focus on and the meaning you give it.

3. ***Third Decision:*** **What am I Going to Do?**

   Once you focus on something and give it a meaning, it then produces an emotion. Those emotions inform what you do and trigger action or even non-action.

   If you're angry, are you going to do something different than if you're feeling grateful? If you're fearful, worried or stressed, are you going to do something different than if you feel determined, curious or playful?

   Meaning powerfully affects what you're going to do.

It all comes down to these three decisions. They're shaping your life moment to moment, whether you know it or not. If you take control of them, everything changes. Begin today. You don't have to wait to be emotionally fit in order to start down the path that will lead to your Ultimate Edge®. You have to decide to raise the standard of what you expect for yourself *now*. You have to ***decide*** that it's time to go to the next level.

"Having the Ultimate Edge® means mastering both the science of achievement and the art of fulfillment."

– Tony Robbins

The 2 Forces That Control Our Decisions

Let's say two people are faced with the exact same challenge. They have the same facts to work with and the same resources at their disposal to solve the problem. Yet one of them makes a decision that ultimately leads to a successful resolution, while the other makes a decision that takes them further away from resolving it. Why does one person make a good decision and someone else make a bad one?

Right now, moment to moment, there's something controlling every decision you make. The most immediate influence on your decisions is how you feel in the present, but as we dig deeper, you'll find that there is a second key factor that shapes the decisions you make that can last a lifetime.

1. **State**

   Ultimately, we want to feel states of empowerment *most* of the time; like confidence, certainty or adeptness, which will positively impact the quality of our decisions. Few people are in empowered states *all* the time. But even "negative" states of emotion – frustration, anger, envy – can sometimes be useful to propel us to make changes. Being conscious of our moment-to-moment state gives us better understanding of and control over how we feel. That allows us to better control the quality of decisions we end up making.

2. **Blueprint**

   Our Blueprint is our "*Model of the World*" – a specific set of beliefs about how we're supposed to be, how life's supposed to be and how other people are supposed to treat us, which determines what we're even willing to consider doing or not doing. In short, our Blueprint will have a massive impact on the decisions we make in the short term *and* in the long term.

   We experience happiness whenever our Life Conditions (or L.C.; the current state of our career, body, relationships, finances, etc.) match our Model of the World (MOW). Since there is no gap between our expectations and reality in this area, we are happy.

   L.C. = Blueprint/MOW

   But if there is an area of life that is causing you pain, it's because your Life Conditions in that area *do not* match your Model of the World.

   L.C. ≠ Blueprint/MOW

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A Shift in Blueprint Can Change Your Experience of Life

Many people have an outdated Blueprint. These people experience unhappiness, frustration or being stuck because they have a set of beliefs that limit them or expectations that are not realistic. They respond to life's events in a non-affirming way. One little belief (*"Life is a winner-take-all game")* can affect your emotional state, the decisions you make and the way your entire life unfolds.

One of the most important principles to understand is that none of this is carved in stone. We can re-program the mental matrix that creates our blueprint, directing our emotions to feel motivated and confident, and run a more effective mental code in alignment with our true desires. But we must begin with a healthy awareness of these essential forces that are continuously shaping our lives.

Your Assignment

Let's Take a Look at Your Life...

1. What is an area of your life where you are really *happy*?

2. Why are you *happy* in this area?

3. What is an area of your life where you are *not happy*?

4. Why are you *unhappy* in this area?

We'll elaborate further on the important concept of Blueprint in the third session: *Inner Strength*.

JOURNAL NOTES

"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles."

– Christopher Reeve

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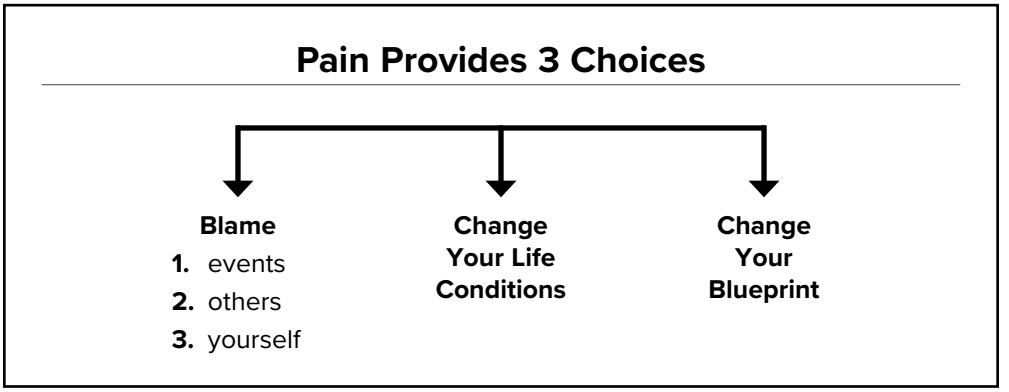
We Have 3 Choices

When our life conditions do not match our blueprint, we have three choices as to how we're going to handle the challenge:



1. ***First Choice:*** **Blame**

   The first choice people have is to place **blame.** There are **three things you can blame:**

   1) **An event**. There's a story, something that happened, that's behind why things are the way they are. However accurate the story may be, blaming an event is a convenient subterfuge because it helps preserve an ego identity that's designed to shield us from our true fears: the fear of failure and fear of not being loved or accepted.

   2) **Someone else.** *"I'm in this situation because this person..."* Similarly, the story may be factually true, but it's convenient and only gives you comfort in the moment. *"There's nothing wrong with me. It's this other person. There's nothing I need to change."*

   3) **Yourself.** Most people think that blaming yourself is being responsible, but it won't help. There's a huge difference between taking responsibility and beating yourself up – between *"Here's a pattern that I've got to change"* versus *"I'm not good enough."*

   Blame is a choice that doesn't give you any benefits.

2. ***Second Choice:*** **Change Your Life Conditions**

   You don't have to change everything at once. Take a new action, something that will help you make significant *progress*. If you want happiness, you have to understand one thing: **progress = happiness.** If you feel like you're making progress in an area of your life, you will start to be pleased in that area, even if you're not 100% there yet. You start to get more focused and specific about what you want to change, and you find ways to build momentum toward your desired results. If, for example, you want to open your own business, find an achiever to mentor you. Get focused on why you want to make the change and commit to something new in your life.

3. *Third Choice:* **Change Your Blueprint**

   Sometimes things are outside of your control, but you CAN control how you configure your rules about how things should be. For example, your happiness is going to be limited if you want success but aren't willing to ever be judged or if you always have to have the last word in order to feel understood. Sometimes adjusting your Blueprint means being willing to compromise some of your rules that would be hard or even impossible for you or others to live up to.

   When it comes to evaluating the three choices we face on how to handle a problem, the first choice isn't really a choice at all. Blame leaves you stuck, spinning your wheels with no options to change as you tell yourself, "There's nothing I can do about it because…" We all use blame at times, but the quicker you can get out of it, the faster you'll be empowered to either change your state (your feelings as you make progress around your Life Conditions) or change perspective (your Blueprint), both of which are real and effective options that can instantly transform a relationship, your career, your finances or your *life*.

Your Assignment

Exercise: *Write What Your Life Would Be Like…*

Write a paragraph or two to answer this question: **What would your life be like if it were exactly the way you wanted it to be today?** In other words, **start with the ultimate end in mind**.

*If your life were extraordinary – **life on your terms** – what would that look like? How would you change? What would you enhance? Who would you spend more time with? What would you appreciate more? What would you do?*

Remember to take advantage of your free, one-on-one coaching strategy session for the best results. Sessions are scheduled at your convenience for you to keep your momentum going. Call 888-834-9096.

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Every journey begins with a single step, and the journey to changing your life is no exception. If you're healthy, if you're growing, if you're dreaming new dreams and setting new goals, there's always a gap between where you are and where you want to be. You may feel a sense of longing, dissatisfaction or even some frustration or envy as you look at those who are being, doing or having the things you want for yourself. This is great! Having goals and that gap not only gives you something to go for and a direction in life, but what *you* become in the process is often even more valuable than the goal itself.

Bridging the gap requires just two things: consistent focus and consistent action. Becoming the kind of person who can direct their focus and get themselves to take consistent action will make you unstoppable in every area of your life!

"To achieve happiness we should make certain that we are never without an important goal."

– Earl Nightengale

Whatever we focus on, we tend to attract. Not only do we experience the emotion we're focusing on in the moment, but we bring even more of it into our lives. Focusing on unimportant things like how many people liked your post on social media, or who cut you off in traffic or that person in front of you at the supermarket "express" checkout line with more than 10 items is a recipe for stress. Conversely, focusing on things that matter to you is the secret to an extraordinary quality of life. The great news is, anyone can choose where to direct their focus. Knowing how important this is to your everyday joy and happiness, why *wouldn't* you? It's free!

But as obvious as it sounds, in order to focus on what matters to you, you first need to figure out what it is for you? Building strong bonds with your friends? Raising compassionate kids? Caring for the planet or your body? Success in your career or business? Making a difference in the lives of others? Even if you're not 100% clear yet, can you see already how focusing on things like these more of the time would give you more of the juice of life and less stress?

An Extraordinary Life Comes from an Extraordinary Psychology

You can't control the outside world but you can control your inner one. You can't control the events of your life but you can control what they mean to you. Develop a vision, a compelling future that excites and inspires you, and focus on it daily.

"Dream no small dreams for they have no power to move the hearts of men."

– Johann Wolfgang von Goethe

Exercise: Emotion Comes from Motion

Emotions "move us," and, as *we* move our body, we create new emotions, The quality of your life is the quality of the consistent emotions you experience. How you move informs how you feel.

Which emotions do you feel on a regular basis? Make a list of all the emotions you consistently experience in a given week.

Positive Emotions	Painful Emotions

"I don't want to be at the mercy of my emotions. I want to use them, to enjoy them and to dominate them."

– Oscar Wilde

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The Triad: The 3 Patterns That Create Any Emotion

Anything in life you think you want, you only want because of the feeling you believe obtaining it will give you. The truth is, you could have that feeling right now – simply by changing any one or a combination of the following three patterns.

1. **Your Physiology (What You Do with Your Body)**

   Emotion is created by motion. Whatever you're feeling right now is related to how you're using your body. (Hint: This includes your face!)

2. **Your Focus & Beliefs**

   Whatever you focus on you're going to believe. Focus equals reality to the individual, even though it's not reality in actuality.

3. **The Language You Use & Meaning You Create**

   Questions: Thinking is nothing more than mentally asking and answering a series of questions. Eliminate any habitual questions that do not serve you.

   Words: If you want to change your life, pay attention to the words you repeat to yourself. Certain words can change the way you feel: for example, I think you're *mistaken*; I think you're *wrong*; I think you're *lying*.

   Incantations: When you repeat a phrase with enough emotional intensity, you start to believe it. Utilize the power of incantations by using the ones that support you the most.

Tap into Your Awareness

Get into the habit of evaluating your Triad and conditioning yourself to experience the great emotions you want.

1. What are you doing with your body?
2. What are you focusing on or believing?
3. What are you saying to yourself?

Sample Incantations

Every day and in every way,
I'm getting stronger and stronger.

All I need is within me now.

At last, at last, the past is past; I've broken free and won. And now it's time to love myself and really have some fun.

With each and every breath I take – with each and every stride – I feel abundant centered joy and love from deep inside.

Day by day I live my life with joy and harmony. I share my gifts, my dreams, my heart, and love has set me free.

Your Hour of Power

Give Yourself the Gift of Time: Your Daily Habit for Extraordinary Health & Happiness

Train yourself to jump out of bed immediately, with no hesitation, and start your day with movement.

Phase 1: **Move & Breathe** (5 min.)

Keep your shoes beside the bed and hit the ground running! Get up each day and physically move, going outside your house and start with a walk to warm up your body and wake up your metabolism. Take several diaphragmatic breaths in this ratio: inhale for one count, hold for four counts, exhale for two counts.

Then, for the first five minutes of your walk, practice the pattern of "breathwalking." Inhale four times through your nose, exhale four times through your mouth, and repeat continuously. (For more information on breathwalking, visit **www.breathwalk.com**)

Phase 2: **Get Grateful & Visualize** (10 min.)

Think about everything you're grateful for. Start with yourself and include your family, friends, business associates and special moments in your life.

Visualize everything you want in your life as if you had already achieved it and you were grateful for it. Your brain can't tell the difference between something you vividly imagine and something you actually experience; whatever you focus on, you'll feel and move toward.

Focus on what you want to create today. What do you want to make happen? What do you want to do, achieve or accomplish? See it happening the way you want it.

Do your incantations *out loud*. Speaking engages your physiology and conditions the ideas into your mind.

Phase 3: **Use Incantations & Exercise** (15–30 min. or more)

Engage your incantations while you exercise, then celebrate!

Your Assignment

Step 1: Today, keep your eyes open for Magic Moments and be sure you *live with passion!*

Step 2: Tomorrow, first thing in the morning, start your day by doing your Hour of Power, 30 Minutes to Thrive, or 15 Minutes to Fulfillment. Grab your Daily Magic audio and go for a walk, a run or whatever form of movement feels right for you.

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Daily Magic is a unique audio program designed to guide you through your Hour of Power each day. Think of it as your companion or coach you work out with each day to build and strengthen your mental, emotional and physical muscles all at the same time. This daily ritual will have you feeling amazing and strong inside and out, ready to go out and crush your goals! If you're busy and worried about taking the time, remember: You deserve to give yourself this gift! Plus, we've given you the option of doing Daily Magic as an Hour of Power, 30 Minutes to Thrive or 15 Minutes to Fulfillment depending on your schedule. You DO have time for this!

Lastly, remember that this activity (if done in the morning as suggested) sets you up for the day so that you are so much more energized, you'll more than make up for the time you invested in increased productivity.

Step 1: Move & Breathe (5 min.)

Step 2: Get Grateful & Visualize (10 min.)

Step 3: Use Incantations & Exercise (15, 30 or 45 min.)

Be sure to celebrate when you're done!

Here are some incantations to get you started. You can use these or invent your own. Just be sure to create ones that really juice you and say them *out loud* with emotion!

Every day and in every way, I'm getting stronger and stronger.

Every day and in every way, I'm feeling better and better.

All I need is within me now.

I love my life and I am so blessed.

Each day I live with more and more love, faith and positive expectations.

I am so young and I have my whole life ahead of me.

I love myself, my mind, body, spirit and soul.

I am so happy and I can't stop smiling.

Nothing tastes as good as healthy and vital feels.

I am a lean, mean workout machine.

Remember, listening to your Daily Magic audio will support you in this process.

JOURNAL NOTES

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Making decisions and using your Personal Power, which is your ability to take consistent action, will change your life. This power is already within you and just needs to be awakened by igniting your desire and by learning some simple strategies on how to get greater results on a daily basis.

If you're dissatisfied with some area of your life right now, instead of getting frustrated, get excited. Because until you get dissatisfied, you won't do anything to really take your life to another level.

No matter what's happened in your past or how many times you've tried and failed, none of that matters because each moment is a fresh new opportunity.

The Ultimate Success Formula

If you want to create success in your life, there are four steps:

1. Know your outcome.
2. Get yourself to take action by *deciding* to do so.
3. *Notice* what you're getting from your actions.
4. If what you're doing is not working, change your approach.

The biggest trap that keeps people from taking action is fear. Fear of failure, fear of success, fear of rejection, fear of pain, fear of the unknown. But the only way to deal with fear is to face it. Look it in the eye and take action in spite of it.

It's not what we *can* do in life that makes the difference. It's what we *will* do. Often, we don't follow through because we don't know what we want, and even when we do know, we're afraid to take action. We're afraid to make a mistake or fail. But think about this:

How long would you give the average baby to learn how to walk before you didn't let him try anymore?

Why wouldn't you apply the same formula to yourself?

"The past does not equal the future, unless you live there."
– Tony Robbins

Success Leaves Clues

To save time and energy, use *role models* to accelerate the pace of your success:

1. Find someone who's already getting the results you want.
2. Find out what that person is doing.
3. Do the same things, and you'll get the same results.

It's impossible to fail as long as you *learn* something from what you do!

Your Assignment

Never leave the site of setting a goal or making a decision without taking some action towards its attainment. That's how you create momentum and start to tap into the real driving force within you.

Complete the two steps below to take action and create momentum now.

"I know of no more encouraging fact than the unquestionable ability of man to elevate his life by a conscious endeavor."

– Henry David Thoreau

Step 1: **Make two decisions**

What are two decisions you've been putting off which, when you make them now, will change your life?

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Step 2: **Take immediate action**

What are three simple things you can do immediately that will be consistent with your two new decisions? *Who could you call? What could you commit to? What email could you write? What could you do instead of your old behavior?* List the immediate actions, and then take action on them right now, in this moment.

"There's always a way – if you're committed."
– Tony Robbins

JOURNAL NOTES

"The big challenge is to become all that you have the possibility of becoming."

– Jim Rohn

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Ultimately, everything we do in our lives is driven by our fundamental need to avoid pain and our desire to gain pleasure; both are biologically driven and constitute a controlling force in our lives.

We will do far more to avoid pain than we will to gain pleasure. Pain is the greater motivator in the short term.

To get what you want in your life, you have to figure out what stops you. Whenever you procrastinate, it's because you think that taking action would be more painful than doing nothing or not taking action. Conversely, sometimes if you procrastinate for too long, it reverses on you! For example, if you keep putting something off (like a term paper or your taxes), you may get to a point the night before it's due where you start to think that *not* doing it will be more painful than doing it. And then all night long, you experience the pain of getting the job done. But it's still better than the pain of missing the deadline!

You must learn to *control* the motivating forces of pain and pleasure.

How can you *use* this understanding? At any moment in time, you must realize that **your reality is based upon whatever you focus on.** In other words, whatever you focus your attention on is what is most real to you.

Therefore, if you want to change your behavior, you must focus your attention on:

1. How *not* changing your behavior will be more painful than changing it.
2. How changing it will bring you measurable and immediate pleasure.

If you are avoiding anything in your life, or if you're sabotaging your success in any area, it's because you are experiencing approach/avoidance. You have a mixed set of associations about pain and pleasure. You think that by doing something (i.e., getting into a relationship) you will gain more pleasure, but as the same time, you think it might mean pain (i.e., the relationship might end). So as soon as you start to make progress, you sabotage it.

If you want to change this once and for all, **you have to decide right now that *you* control the focus of your mind.** If you're not following through, all you have to do is focus on, "What's the pain I'm going to have if I *don't* do this?" instead of focusing on the more immediate pain you might experience from taking the action now. You also want to focus on what pleasure you will experience when you *do* follow through. **You must change what you link pain and pleasure to in order to change your behavior.**

We accomplish things by *directing* our desires, not by ignoring them.

Your Assignment

Use pain and pleasure instead of letting pain and pleasure use you!

To take control of your life, you must take control of the force of decision. The power to change anything in your life is born the moment you make a real decision – which by definition is something you take immediate action upon. Take the following steps now.

Step 1: **List four new actions**

What are four new actions you know you should take now?

Step 2: ***Pain*** **you've associated to following through**

What is the pain you've associated with these actions in the past?

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Step 3: ***Pleasure*** **you've associated to** ***not*** **following through**

What is the pleasure you took from not following through in the past?

Step 4: ***Pain*** **if you** ***don't*** **follow through**

What will it cost you if you don't follow through now?

Step 5: ***Pleasure*** **if you do follow through**

What are the benefits you'll gain by taking action in each of these areas now?

"The future depends on what we do in the present."
– Mahatma Gandhi

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Specifically, what drives our lives is our *neuro-associations;* whatever pleasure or pain we associate or "link" to a situation in our nervous system is going to determine our behavior.

The Power of Neuro-Associations

If we want to change our lives, we must change our neuro-associations.

1. The science you're going to learn in this program is *Neuro-Associative Conditioning* (NAC). This technique will allow you to link massive pleasure to tasks you've been putting off, but need to take action on today, and link pain to behaviors you're currently indulging in but need to stop. Both of these will help you tap into the natural principles of your nervous system. The use of this program will give you a way to take direct control of all your behaviors and emotions, but in a way that uses the power of reinforcement, not discipline.
2. In this session, you learned to ask yourself, *"What are some of the negative associations I've made in the past that have kept me from taking the actions I need to take to achieve my ultimate desires?"*
3. Your neuro-associations control your level of motivation. (How willing you are to do or not do something.)

The Study of Destiny

Every single action you take has an effect on your *destiny.* **If we study destiny, we find everything in life has four parts:**

1. Everything we think of or do is a *cause* set in motion.
2. Every one of our thoughts and actions is going to have an *effect* or *result* in our lives.
3. Our results begin to "stack up" to take our lives in a particular *direction.*
4. For every direction, there is an ultimate *destination* or *destiny.*

It's important for you now to begin to answer two questions: *What is your ultimate destiny? What do you want your life to be about?* While few people know precisely how their lives will turn out, we can certainly decide in advance the kind of person we want to become and how we want to live our lives. Having this "bigger picture" can pull us through some of the short-term tough times and keep things in perspective, allowing us to remain happy, fulfilled and driven to achieve our dreams.

Your Assignment

Decide you will change these today. Simple awareness can be curative. It can break the pattern of allowing our unconscious conditioning to control us.

Step 1: **Three *empowering* neuro-associations from your past**

What are three neuro-associations that you've made in the past that have positively shaped your destiny?

Step 2: **Three *disempowering* neuro-associations from your past**

What are three neuro-associations that you've made in the past that have disempowered you until now?

"There is nothing either good or bad,
but thinking makes it so."
– William Shakespeare

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To change your life you must change your neuro-associations. Three things must be in place for you to make these changes and for them to be lasting.

The 3 Fundamentals of NAC

1. **Get leverage on yourself.** To do this, three levels of responsibility are necessary. You must decide the following:

   1) Something *must* change.

   2) *I* must change it.

   3) I *can* change it.

2. **Interrupt your current pattern of association.** You must scramble the old pattern of thinking and feeling. This is best done by using something unusual, such as making a radical change in what you say or how you move your body.

3. **Condition a new, empowering association.** Install a new choice, and reinforce it until it is conditioned. **Any thought, emotion or behavior that is consistently reinforced will become a habit (a conditioned pattern).** Link pleasure to your new choice. Reward yourself emotionally for even small progress. You'll find yourself developing new patterns quickly!

Break your Pattern

Here's a bizarre, outrageous and effective way to get leverage and break your pattern:

Get a weight-loss buddy and promise him or her and a group of other friends that you will begin a strict regimen of healthy food and enjoyable exercise. Further commit to them that if you break your promise, you will eat a whole can of Alpo dog food.

The woman who shared this with me told me that she and her friend kept their cans in plain view at all times to remind them of their commitments. When they started to feel hunger pangs or considered skipping exercise, they'd pick up the can and read the label. Such appetizing ingredients such as "horsemeat chunks" helped them achieve their goals without a hitch!

(From *Giant Steps* ©1994 by Tony Robbins)

"We cannot really think in one way and act in another."
– Thomas Troward

Your Assignment

For each of the four actions you listed yesterday, do the following:

Step 1: **Get Leverage**

Ten reasons why I *must* change now, and why I know I *can* do it:

Step 2: **Interrupt your own pattern**

Four or five ways to get myself out of the limiting associations:

"What is necessary to change a person is to change his awareness of himself."

– Abraham H. Maslow

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Goals give you the ability to create your future in advance. They can make you grow, expand, develop your success and transform your life. If you already know some of your goals, or you've done a goal-setting workshop in the past, here's a chance to do it again even more effectively.

Compelling goals contain two key components:

1. **Identify your goals:** *What do you want?*

   Something magical happens when you take generalized impulses of desire and start defining them more precisely.

2. **Identify your purpose:** *Why do you want it? What will it give you?*

   Reasons come first. Answers come second. When you get a big enough reason to accomplish something, a big enough *why*, you can figure out *how* to do it.

Your Assignment

As you listen to the real-time goal-setting workshop, follow the instructions and use these pages to record your goals.

At the end of the session, take these three additional steps:

Step 1: Keep your top nine goals and the reasons you are committed to achieving them in front of you on a consistent basis. Put them inside the cover of your Journal or someplace where you will see them every day.

Step 2: Never leave the site of setting a goal without taking some action toward its attainment. For each of your top nine goals, write down one action you can take immediately to make initial progress toward achieving it. Take that action today!

Step 3: Take the *Rocking Chair Test:* Imagine yourself much older, sitting in your rocking chair and looking back on your life, first as if you had *not* achieved your goal, then imagine that you have achieved it. Experience the *pain* that would come from not doing it, and the *pleasure* that would come from accomplishing your goal.

Personal Development Goals

List your personal development goals. Next to each one, write down the time within which you are committed to accomplishing it (i.e., one, three, five, 10, 20 years).

Personal Development Goals	Timeline

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Personal Development Goals

Identify your top three personal development goals. For each one, write a paragraph telling why you are absolutely committed to achieving this goal now.

Write down one action you can take right away to make initial progress toward achieving it. Take that action toward each goal today.

Things Goals

List your things goals. Next to each one, write down the time within which you are committed to accomplishing it (i.e., one, three, five, 10, 20 years).

Things Goals	Timeline

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Things Goals

Identify your top three things goals. For each one, write a paragraph telling why you are absolutely committed to achieving this goal now.

Write down one action you can take right away to make initial progress toward achieving it. Take that action toward each goal today.

Economic or Financial Goals

List your economic or financial goals. Next to each one, write down the time within which you are committed to accomplishing it (i.e., one, three, five, 10, 20 years).

Economic or Financial Goals	Timeline

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Economic or Financial Goals

Identify your top three economic or financial goals. For each one, write a paragraph telling why you are absolutely committed to achieving this goal now.

Write down one action you can take right away to make initial progress toward achieving it. Take that action toward each goal today.

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"If you want to be happy, set a goal that commands your thoughts, liberates your energy and inspires your hopes."

– Andrew Carnegie

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All human beings have different desires, but we are all driven by the same set of needs. Understanding the 6 Human Needs can allow you to tap into your "Driving Force," discover all you're capable of and become truly fulfilled in your day-to-day life.

The 4 Classes of Experience

1. We usually think of a **Class I experience** as a "peak life experience." It
   - feels good,
   - is good for you,
   - is good for others
   - and serves the greater good.
2. Most people want to avoid **Class II experiences**, but mastering them brings us the most joy, growth and fulfillment. A Class 2 experience
   - *does not feel good,*
   - but is good for you,
   - is good for others and
   - serves the greater good.
3. Nonproductive **Class III experiences** provide immediate pleasure but eventually destroy our quality of life and give us ultimate pain. Drinking excess alcohol could fit into this category. A Class 3 experience
   - feels good,
   - is not good for you,
   - is not good for others and
   - does not serve the greater good.
4. People often indulge in **Class IV experiences** as a result of peer pressure, conditioning or old belief systems. Smoking cigarettes, for example, usually doesn't feel good the first time, yet many people continue to do it. A Class 4 experience is something that
   - does not feel good,
   - is not good for you,
   - is not good for others and
   - does not serve the greater good.

The secret to a happy and fulfilled life is learning to convert Class 2 experiences into Class 1 – making the process of doing them *feel* good as well as be good.

The 6 Human Needs

All people have the same problems because we all have the same 6 Human Needs. These needs are paradoxical; they seem to be in conflict with one another. Serious problems can arise when we choose destructive tools or "vehicles" to try to satisfy these needs. Instead, we can choose to establish new patterns of fulfilling our needs that will move us rapidly toward life mastery.

To be fulfilled, we must consistently meet these 6 Human Needs:

1. Certainty
2. Uncertainty/Variety
3. Significance
4. Connection/Love
5. Growth
6. Contribution

All human beings have the need for:

1. **Certainty**

   For most people, certainty equals survival. As you heard in this session, when I was faced with the news of a pituitary tumor, it had a powerful effect on my level of certainty. We all need a sense of certainty that the roof will hold above our heads, the floor will hold beneath our feet and that we can avoid pain and gain pleasure.

   How do we meet the need for certainty? Some people try to achieve it by reaching for things that make them certain they can be comfortable: food, drugs, alcohol or cigarettes. Others find it by submerging themselves in their work or by trying to control everything around them – their environment or other people. These are usually Class 3 experiences (they may feel good for the moment but are not good for you, not good for those around you, and do not serve the greater good).

   On the other hand, using your internal courage or faith to achieve certainty would be a Class 1 vehicle. When you're feeling courageous, when you're using your faith, you tend also to do those things that serve the greater good.

   How do you try to get certainty in your life?

   List some of the ways you try to be certain you can be comfortable, avoid pain and gain pleasure:

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Here's the paradox, though. When you become totally certain, when things are completely predictable, you satiate this need and become b-o-r-e-d. And so while we want certainty, we simultaneously want a certain amount of...

2. Uncertainty/Variety

Everyone needs variety, a surprise, a challenge to feel fully alive and to experience fulfillment and fun. But the paradox remains. With too much certainty, we're bored. Likewise, with too much variety, we become extremely fearful and concerned.

**People will violate their values to meet their needs.
Choosing the wrong vehicle only leads to pain.**

There's a delicate balance between these two needs that must be struck for us to feel truly fulfilled. We need a degree of certainty in our lives to appreciate the variety. Some people choose negative ways of getting variety, like using drugs or alcohol to change their emotional states or the way they feel. Others choose neutral vehicles, like watching movies. Still others use positive vehicles, like stimulating conversation and opportunities to learn.

How do you try to get variety in your life?

List some of the positive ways you try to create surprise, challenges and diversity in your life:

3. Significance

We all have a need for significance, the sense that we are unique in some way, that our lives have a special purpose or meaning. We can try to meet this need through destructive vehicles – for example, making ourselves feel unique by manufacturing a belief that we're better than everyone else or by developing extreme problems that set us apart. Medical science now shows that some people have even developed the subconscious ability to make themselves ill in order to gain the caring attention of others. This would clearly be a Class 4 experience.

Some people develop uniqueness by earning more money, having more "toys," achieving more academic degrees or dressing in a unique way and having a certain sense of style. Some choose to live lives of extraordinary service, a positive Class 1 experience that may feel like Class 2 at times.

How do you try to get significance in your life?

List some of the things you do that make you feel unique, needed, fulfilled or significant:

We all need to feel unique. But paradoxically, to feel unique we have to separate ourselves from other people. If we feel totally unique, we feel different and separate, which violates our need for...

4. Connection and Love

All human beings need to feel connected with ourselves as well as others with whom we can share our love. To meet this need, you can join a group or a club that has a positive purpose. Some people feel immediate connection by aligning with their Creator and feeling like they're being guided. Some become ill in order to feel loved and connected. Some people join gangs, which have negative purposes but still provide that sense of connection. People will steal, take drugs or drink excessive amounts of alcohol to be part of a group and feel a sense of connection. Others will perform at extraordinary levels in order to be accepted, loved or connected to a high-performance team.

As with all 6 Human Needs, if you give consistently that which you wish to receive, you will tend to get it back from others.

How do you try to get connection and love in your life?

List some of the ways you try to feel connected to yourself, to others, to your Creator:

These first four needs are the *fundamental needs*. The next two are the *primary needs* that must be met for you to feel totally fulfilled as a person.

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5. **Growth**

   Growth equals life. On this planet, everything that is alive is either growing or dying. It doesn't matter how much money you have, how many people acknowledge you or what you have achieved. Unless you feel like you're growing, you will be unhappy and unfulfilled. But you must also be able to experience the euphoria of meaningful...

6. **Contribution**

   We all have a deep need to go beyond ourselves and to live a life that serves the greater good. In the moments that we do this, we experience true joy and fulfillment. Contributing not only to others but also to ourselves is a meaningful action, for we cannot give to others what we do not have. Contribution is the ultimate secret to the joy that so many people wish to have in their lives.

   How do you try to get growth and contribution in your life?

   List some of the things you do to obtain the feeling that you are growing and contributing – to yourself, to others, to the world at large:

Your Assignment

If there's anything you love to do (and you could do for hours) but others find it difficult, it's because this activity meets all of your needs at a high level. If you find a few vehicles that meet all six of your needs, you'll find yourself full of drive and you'll *know* what to do to achieve your goals. It all starts with *awareness*. You must become aware of why you're doing what you're doing and find new patterns of fulfillment that support you.

1. What's something you love to do, something you feel compelled to do, something that feels effortless for you?

   On a 0–10 scale, how much does this activity meet your need for:

   Certainty _____ Connection/Love _____

   Uncertainty/Variety _____ Growth _____

   Significance _____ Contribution _____

2. What's something you hate to do or try to avoid doing?

On a 0–10 scale, how much does this activity meet your need for:

Certainty _____ Connection/Love _____

Uncertainty/Variety _____ Growth _____

Significance _____ Contribution _____

3. Write down something you don't like to do but have to do (a Class 2 experience that doesn't feel good but is good for you, good for others and serves the greater good):

Turn that activity into a Class 1 experience by finding ways to make sure it meets all six of your needs at a greater level.

- **Certainty:** What could I do or believe to make thinking about this activity feel not only comfortable but also pleasurable?

- **Uncertainty/Variety:** How could I bring more variety to this task?

- **Significance:** How can I appreciate how important this is?

- **Connection/Love:** How can I feel more love while I'm doing this?

- **Growth and Contribution:** How can I feel like I'm growing and contributing?

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We live in a world where there are more demands on us now than at any time in human history. We try to fill so many roles: the ultimate father, the ultimate mother, a great lover, best friend to the world, community activist, spiritual being and total athlete. Some of us manage to cross off everything on our to-do lists – yet still feel unhappy and unfulfilled, as if we have no freedom, we have no life, we have no time. Oh, if only we had more time!

What Is Time?

Time is really nothing but a feeling. If you want more time, you simply need to manage your feelings. Haven't you had periods in your life when time flew, when you had no stress, when everything seemed to flow effortlessly? And haven't you also had moments when time stood still (in a bad way!), when every second was an eternity? It isn't time or the lack thereof that causes stress; it's the *feelings* we generate about the subject of time.

The Power of Focus

What you focus on determines how you feel, and the questions you ask yourself control your focus. The Rapid Planning Method, or RPM™, is a simple system of thinking that creates extraordinary results and an amazing level of personal fulfillment. RPM will help you do two things:

- Decide in advance what you want to focus on
- Get yourself to focus *every single day* on what it will take for you to get the results you're really after.

RPM is a results-focused, purpose-driven, massive action plan. It consists of three simple questions.

The 3 Questions of RPM

Results: What do I really want? What is my outcome? What is the specific **Result** I'm committed to achieving?

Purpose: Why do I really want it? What is my **Purpose**?

MAP: What specific actions must I take to make this happen? What is my **Massive Action Plan** (or MAP)?

"It's not enough to be busy.
The question is, what are we busy about?"
– Henry David Thoreau

The Power of Chunking

Definition

Chunking

Grouping information together into ideally sized pieces that can be used effectively to produce the results you want without stress or overwhelm.

The simplest chunking is in groups of three. Most phone numbers are chunked into three parts (area code, prefix, last four digits). So are social security numbers. Most people even have three names – first, middle and last. It's much easier to remember three chunks than to remember ten digits or a string of letters.

With the RPM™ system, you can easily chunk your to-do list from twelve items into three or four results or outcomes and create an RPM block: a Result, a Purpose and a set of action items.

In this session, you heard about Elvis, who decided to solve his weight problem by adding a 10-mile run to his to-do list. Elvis focused on this action item instead of establishing a clear picture of what he really wanted – to lose 20 pounds. There were many other ways Elvis could have achieved his outcome if he'd known what he really wanted. He needed to create a RPM block using these questions:

1. What specific **Result** am I committed to achieving? What do I really want?
2. What's my **Purpose**? Why is it a "must" for me to achieve this Result?
3. What actions do I need to take? What's my **Massive Action Plan**?

L	D	P	MASSIVE ACTION PLAN ***How*** *can I best achieve it now?*	RESULT ***What*** *do I want?*	PURPOSE ***Why*** *do I want it?*
	90m	2*	Consult a nutritionist to set up a menu	To lose 20 lbs	To feel great about myself.
	1h	1*	Clear out my kitchen – get rid of junk food	& enjoy the process	To feel control over my life.
	1h	3*	Go shopping for healthy foods	of reaching – and	To increase my strength &
LP	2h	4	Hire a cook	maintaining – my	vitality. To raise my
	45m	5*	Join a gym with a great social scene	Ideal weight.	self-esteem & feel sexy!
	30m	6	Hire a trainer to develop workouts	By Jan 8th	STUD-MUFFIN!
Total Time: 6h 45m Total Must Time: 4h 15m					

Elvis completes his RPM Block by adding the initials of anyone who could help him achieve his actions (L = Leverage), estimating how long each action might take (D = Duration) and then prioritizing each action (P = Priority), adding asterisks to any actions that are "musts." Then, he adds up the Total Time it would take if he completed every action as well as the Total Must Time so he also knows how much time it would take if he only completed the actions he identified as "musts." Finally he circles his Result because it's the target and draws a box around his block so that it's visually organized to help him follow through.

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Your Assignment

1. What are the six to eight most important areas of your life that you must make progress in every week?
2. What specific Result do you want in each area in the next 90 days? The next 30 days? What do you want to make happen this week so you are making progress toward these Results?
3. For each Result, generate at least one big reason. Why ***must*** you make this happen? (Give yourself enough reasons to overcome the challenges that will show up later.)
4. For each area, write at least the first two steps of your Massive Action Plan, or MAP. What two actions can you take? Who do you need to call, what do you need to schedule, what can you do right away in each of these areas?

Sample Areas

1. *My body*
2. *My family*
3. *My business or career*
4. *My spirituality, my relationship with my Creator*
5. *My friends and relationships*
6. *My finances*

Area/Category _____

Results and Reasons

90 days _____

_____

30 days _____

_____

_____

This week _____

_____

_____

Actions 1) _____

2) _____

3) _____

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions 1) _____

2) _____

3) _____

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions 1) _____

2) _____

3) _____

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Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions 1) _____

2) _____

3) _____

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions 1) _____

2) _____

3) _____

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions 1) _____

2) _____

3) _____

Area/Category _____

Results and Reasons

90 days _____

30 days _____

This week _____

Actions 1) _____

2) _____

3) _____

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Happy, vibrant, successful people think and behave in certain ways. So do miserable and unfulfilled people. In other words, there are patterns of success and patterns of failure. The good news is, *success leaves clues!*

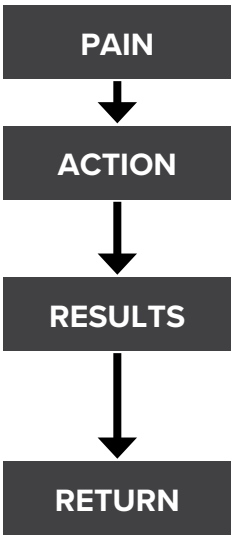
Why People Don't Change	The Antidote
1. *They're out of practice.*	• *Raise your standards* – The difference in people's lives is the difference in their standards. • *Turn your "shoulds" into "musts"* – When something is a must, you follow through. • *Get unreasonable* – Unreasonable people (like Nelson Mandela, Mother Teresa and Oprah Winfrey) rule the world. They do things others believe are impossible.
2. *They rationalize, tell themselves stories, use softeners and lie to themselves.*	• *Develop self-honesty* – Drop the story and tell yourself the truth. General Schwarzkopf teaches that nothing gets better until you admit something is wrong. • *Understand the power of now* – Tap into the power of momentum and do something immediately. • *Develop the habit of chunking* – Start by tackling one manageable piece of a project: write one paragraph, make one phone call, walk for 10 minutes. • *Stop using softeners* – Making yourself feel better without actually changing anything trains you to accept mediocrity. Coach John Wooden taught his players that winning comes from telling yourself the truth and doing your own personal best.
3. *They've had an ineffective strategy.*	• *Develop a strategy that works* – You won't produce an extraordinary body by changing your diet alone. Oprah Winfrey tried several strategies before she found the one that worked for her.

"The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man."

– George Bernard Shaw

The "Pressure Cooker"

There's one more reason people don't change: They get into a "pressure cooker."



1. **Pain = Drive**
   A person hits a threshold; the problem causes such a significant amount of pain that they feel pressure to take action to change it.
2. **Drive Turns to Action**
   As a person takes action, they make progress toward eliminating some aspect of the problem (e.g., they lose 10 of their 40-pound weight loss goal), which lessens the intensity of the pain.
3. **Actions Lead to Results**
   When the intensity of the problem is reduced, the drive to complete the change is lessened and motivation to completely resolve the problem is lost. With a lack of pain to drive the person any longer, gradually they return to the old behavior and…
4. **Results Lead to Loss of Drive: Return to Past Actions/Return to the Problem**
   The problem remains.

People climb into the pressure cooker again and again! How can you avoid it?

The 7 Steps of Conscious Change

Step 1: **Get Disturbed**

- Be honest with yourself. Don't use softeners or rationalizations, and don't compare yourself with others to make yourself feel better.
- Get associated to the problem. If necessary, make it worse than it is to get yourself to take action. If you're not disturbed, you're not going to change.
- Surround yourself with people who have what you want. Seeing them will disturb you and you'll either run back to your old friends to make yourself feel better, or you'll join a new peer group. If you want to be good at tennis, play with somebody better than yourself.

Exercise: *How do you rationalize?*

What are the most common reasons you fail to do things? What stories do you tell yourself? List at least five rationalizations you use for not following through:

Examples

- *I don't have time.*
- *I'll do it tomorrow.*
- *I'm tired.*
- *It'll take too long.*
- *It'll cost too much.*
- *It's too far away.*

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Step 2: **Make a Real Decision**

What do successful people have in common?
Successful people have an RPM™ plan for their lives.

Those who succeed in life have the answer to 3 questions:

R	What do you really want? This is the "R" – the **Result** they are after.
P	Why do you want to do this? What's your purpose? This is the "P" – the **Purpose.** Once you decide, knowing you purpose – the "why" – will get you to follow through. Reasons come first. Answers come second.
M	What do you need to do to make it happen? What big and little things can you do immediately to produce the result you want? This is the "M" – their **Massive Action Plan!**

Exercise: *Let's Get Honest*

1. What are you unhappy about in your career, your business, yourself, your rationalizations? Write down some things that disturb you right now.

   I'm disturbed about _____

2. What are you committed to doing instead? Decide what new *Result* you want, then write why (your *Purpose*) you are committed to obtaining this result.

   Result*: I am now committed to doing* _____

Purpose*: I am committed to this because*

Step 3: **Create a Massive Action Plan (MAP)**

It's time to "draw the MAP." To make sure you follow through, come up with a list of actions that will absolutely produce results.

Choose one new Result you are committed to achieving and list all the things you could do to achieve it. Don't worry about making your list "perfect." Just brainstorm whatever comes to mind – any thought, idea, action, communication or resource.

Include little things you can do immediately, and do them *now*.

Never leave the site of setting a goal without doing something toward its achievement. Send an email, make a phone call, book a meeting, buy a book.

Now asterisk (*) the three to five "must items" you can and must do to achieve your goal.

"A mighty flame follows a tiny spark."
– Dante

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Now let's create a simple RPM™ Plan (or "RPM Block"). Using language that excites you, refine the wording of your Result, list a few reasons why you want to take this action (your Purpose) and then create a Massive Action Plan by listing some actions that will help you get your Result. Commit to the actions by giving each one a deadline. You'll notice that your Result goes in the center (because it's the "target") the Purpose to its right and the actions on the left.

Example

L	D	P	MASSIVE ACTION PLAN *How can I best achieve it now?*	RESULT *What do I want?*	PURPOSE *Why do I want it?*
	15m	1*	Pull out & plug in my stairmaster	Lose 15 lbs and feel healthy, energetic & vital by June 1st	I deserve it; to look & feel great; to have the energy to accomplish all I want; to have more to give to others; to be proud of who I am and how I look; to love, live, laugh and celebrate life!
	1h	5	Buy size 4 outfit & hang where I'll see every day		
	10m	4	Ask Lila to be my workout buddy		
	10m	2*	Schedule 5 mornings per week to work out		
JZ	45m	3*	Create 2 workout playlists on my iPhone		
Total Time: 2h 20m			Total Must Time: 1h 10m		

L	D	P	MASSIVE ACTION PLAN *How can I best achieve it now?*	RESULT *What do I want?*	PURPOSE *Why do I want it?*
LEVERAGE	DURATION	PRIORITY			

"The way to get started is to quit talking and begin doing."
– Walt Disney

Step 4: **Change Your Limiting Beliefs**

- John McCormack's empowering belief in himself turned him from a policeman risking his life to "save someone else's $27" into a millionaire and Entrepreneur of the Year. After losing it all, his limiting belief nearly caused him to give up, until a new empowering belief turned him around again.
- The young lady who believed exercise was painful, expensive and not really necessary adopted empowering new beliefs that exercise allows her to give more, that she's worth it and it's fun.
- Joshua's old beliefs caused him to gain 110 pounds; his new beliefs helped him lose the weight and make exercise and eating well part of his daily routine.

Beliefs

A belief is nothing more than a feeling of absolute certainty about what something means.

Beliefs control our behavior.

They can be unconscious or conscious, and they often stem from things we've heard or seen, felt a lot of emotion about and then repeated to ourselves again and again until we felt certain.

Exercise: *Old Beliefs, New Beliefs*

Write down all the *old beliefs* that have kept you from following through on your goal in the past.

Write down the *new beliefs* that will empower you from this point forward.

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Step 5: **Set Yourself Up to Win**

- *Reward yourself.* When learning something new, most people don't do it perfectly the first time. To win the game of life, you've got to reward yourself for doing things approximately right in the beginning.
- *"Score" the experience.* Do things that add emotional intensity and make the process more enjoyable along the way. If you're working out, you can listen to music (adding a "score" to the movie of your life!), work out with a buddy, pray while you exercise, etc. Choose things that meet all of your 6 Human Needs.
- *Take advantage of NET time.* Increase the value of your time by doing several things at once. It takes NET – No Extra Time!
- *Measure your progress.* You'll be excited about your results if you measure your progress. Set yourself up to win by measuring in more than one way. For example, if you only measure the pounds you lose, there may be days when you don't see results. Measure anything that can give you growth, like how long you walked or how many days you've stuck to your eating plan.

6 Human Needs

All human beings are driven by six needs. No matter what task is at hand, you'll enjoy the process and accelerate your results by making your actions meet your needs for

1. *Certainty*
2. *Uncertainty/Variety*
3. *Significance*
4. *Love/Connection*
5. *Growth*
6. *Contribution*

Exercise: *Enhance the Experience*

Come up with two or three ideas that can help you look forward to doing the things that will get your result. What can you focus on, pay attention to, notice, appreciate or enjoy that will enhance the experience?

Step 6: **Take Massive Action**

- There's no time like the present! Never leave the site of setting a goal without doing something toward its attainment. Do something while you're inspired, while you're "in state." The more massive the action, the more committed you will be to achieving the result.
- *The power of incantations* – You can't just get rid of a negative belief. You have to replace it. Try incanting your new beliefs, saying them again and again, changing the emphasis and changing your state. By changing the emotion, you change the impact you feel and you begin to condition yourself for even more action.
- Massive action creates momentum. You don't have to do a thousand things. You just have to do *something. It's "massive" because it's progress, and you made it happen!*

Exercise: *Big Action, Little Action*

What are two actions you can take immediately to get yourself going?

Little action (e.g., make a phone call, send an email) _____

Big action (something that takes time, energy, money or effort) _____

Step 7: **The 7th Power**

When you care how people feel about you, you make them your peers and you give them power to influence the way you think. Tap into the Seventh Power – the power of environment. Choose a peer group with a high standard, use a coach and immerse yourself in an environment that reinforces you for your wins and challenges you to greater heights.

Remember the Marine Corps general...

Most people's lives are a direct reflection of the expectation of their peer group.

Your Assignment

Do the little action and big action you wrote down. Do them right away and be sure to acknowledge yourself when you get them done!

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There are two universal laws of life: Anything that doesn't grow dies, and anything that fails to contribute is eventually eliminated. These laws hold true for everything in life, especially for relationships.

Extraordinary relationships – not merely ok, good or excellent, but truly legendary ones – are those in which the participants grow and contribute to themselves, the relationship and each other. And this growth and contribution never end! Can you imagine how satisfying that kind of relationship is? Are you in one like that now? *Could* you be?

Identify the Gap Between Where You Are and Where You Want to Be

1. ***Where are you?***

   If you're in a relationship you either

   - want more from it
   - want out of it
   - are immobilized

   If you're not in a relationship

   - you want one but don't have one; you fear being hurt
   - you don't want one; you've been hurt before

2. ***Where do you want to be?***

   Visualize your ideal relationship. What would it look like? What would you talk about, laugh about, share, learn together? How would you make love, surprise and contribute to each other? How would *you* grow as a person?

The Purpose of Relationships

Relationships exist *to magnify the human experience.* Which emotions are you magnifying: negative ones or positive ones?

The quality of your relationships is in direct proportion to the amount of yourself you are able to share. Sharing produces a synergy where one plus one equals more than two.

- **Go to a relationship to give, not to get.** Measuring and remembering who gives more – keeping score – is a surefire way to kill a relationship.
- **Keep your rules to a minimum.** Too many rules can destroy a relationship. When driven by rules instead of love, relationships begin to die. Upsets occur easily when you have too many ways to feel bad.
- **Help your partner meet his or her needs.** Although we go about meeting them in different ways, we all have the same 6 Human Needs. Legendary relationships form when both partners feel that their needs are being met.

- **Understand the importance of awareness and acceptance.** Be aware that all human beings share the same two *primary fears:* that they are not enough and they won't be loved. Primary fears are triggered any time you feel like you're not being seen as significant enough or you fear the loss of love. If you feel yourself starting to react, ask yourself, "What's *really* triggering this fear? Am I responding to the present or the past? What else could this mean?"

How to Create an Extraordinary Relationship

1. **Learn to love yourself.**

   You can't give to other people what you haven't learned to give yourself. Write at least 10 things you can do to show how much you love *yourself.*

How Do I Love Me?

- Do my 60 Minutes to Success, 30 Minutes to Thrive or 15 Minutes to Fulfillment
- Give myself credit for small wins
- Take time for a favorite hobby
- Block 30 min of "me time" every morning
- Spend time with people I love
- Dance or sing for no reason!
- Listen to my favorite music
- Write myself a love letter

2. **Select the qualities you need in a relationship.**

   Relationships last when both people have the same or complementary natures. Try modeling this example business leaders use and consider these three things in evaluating any potential relationship (business or personal):

   - ***Can they do the job?*** Can they be your partner?
   - ***Will they do the job?*** The answer will be yes if the job or relationship meets their personal goals and reinforces their nature.
   - ***Are they the right fit*** in terms of values? In a personal relationship, is there a match in terms of sensuality or sexuality? (In other words, is there "chemistry?") In what other ways are they a match – or not? Even if a candidate "looks great on paper," even if you really like them, if you have conflicting values, the relationship can't last unless someone compromises his or her very identity. That's not a win for anyone.

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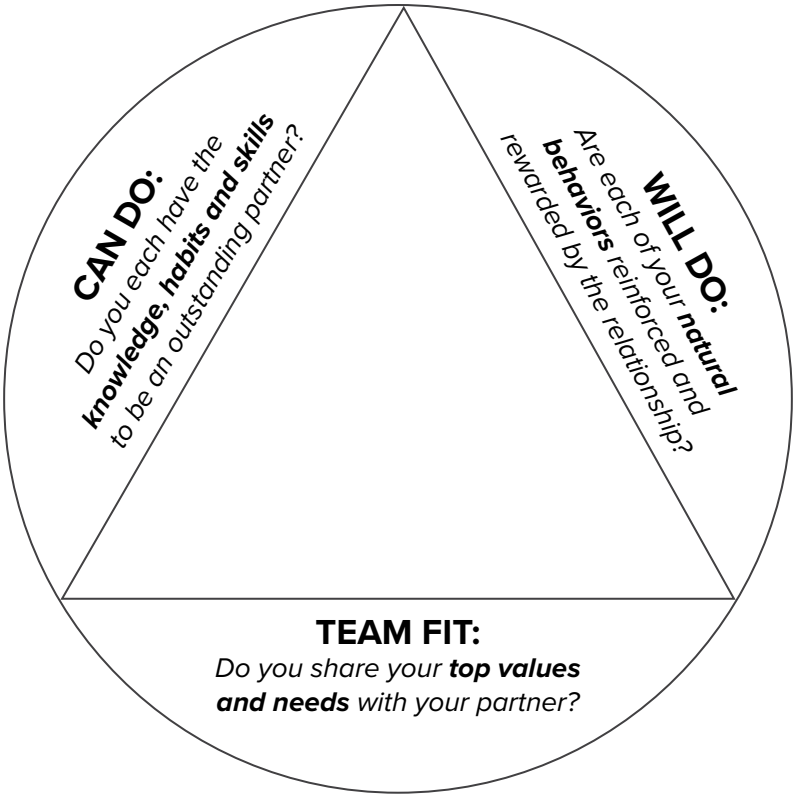
CAN DO:
Do you each have the ***knowledge, habits and skills*** *to be an outstanding partner?*
WILL DO:
Are each of your ***natural behaviors*** *reinforced and rewarded by the relationship?*
TEAM FIT:
Do you share your ***top values and needs*** *with your partner?*

Organizing Principles

- The most important part of selection is to first become the kind of person you want to attract in your relationship.
- It's unlikely a person's nature is going to change dramatically. Know who you are in a relationship with.
- If you are in a relationship with the right person for you and you are still having challenges, you can reignite the passion.

Your Assignment

Begin closing the gap by describing where you are and where you want to be.

1. **Where are you in your intimate relationship? Which scenario best describes the current state of your intimate relationship?** Wherever you are, be honest. Honesty will bring you clarity.
    1) The love and passion are good, but I want more.
    2) Love is there, but not enough passion.
    3) Love and passion are lacking. We're more like friends.
    4) I'm planning my escape.
    5) I'm not in an intimate relationship, but I want to be in one.
    6) I'm not in an intimate relationship, and I don't want to be in one.

2. Whether you're in a relationship or not, describe what your ideal relationship would be like. What would you do together? How would you have fun? What would it be like to be physically, emotionally and spiritually intimate the way you truly want to be? What do you (or would you) have in common? Would you have children? If so, how would you raise them? Even if you're already in a great relationship, what more do you want?

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The first step in finding and attracting your ideal mate is defining what you want in that person. If you don't know what you're looking for, your ideal mate could walk right by you and you might not even notice! By clarifying precisely what you want and reviewing your list each day, you'll program your unconscious mind to help you find your ideal partner.

Exercise: Define the Ultimate Relationship

1. **Describe your ideal mate.**

   If you have a hard time coming up with your wish list, start by defining "the mate from hell." Write about the person you couldn't stand to be with. What qualities would they have? What things would they do that you refuse to tolerate? (You may even have first-hand knowledge about this from past relationships! Now's the time to use it!)

   Then, by contrast, describe your *ideal* mate's traits, habits, qualities, appearance – everything you can think of that would be important to you. Make note of the "musts" and the "deal-breakers." Remember – be honest about what you want. This is your list and no one's judging!

Your Ideal Mate	Your Mate From Hell
Asterisk (*) the "must haves."	*Asterisk (*) the "must nevers."*

Note: If you are already in a relationship that you want to make better, this process will help you rediscover each other, renew the profound appreciation in your relationship and meet each other's needs at a much deeper level.

2. What kind of person would *you* have to be to attract such a mate?

You need to *become* the kind of person you'd like to find. Describe the values, characteristics, conduct and habits you'd need in order to deserve, attract and match the mate you just described.

Scott's List

I need to be:

- *Kind*
- *Loving*
- *Accommodating*
- *Flexible*
- *An Open Communicator*
- *Driven by Values*
- *Intelligent*
- *Nurturing*

Asterisk (*) the "musts."

3. Close the gap.

To close the gap between where you are and where you want to be, you've got to know where you really are. If you're already in a relationship, go back to the "must" items on your lists from Steps 1 and 2. On a 0-10 scale, first rate your partner, then rate yourself on how well those musts are being met.

If you're not in a relationship, score yourself alone. Go back to your must items from Step 2 and rate yourself on a 0-10 scale. How close are you to being the person who will attract the kind of person you want?

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How to Deal with the Inevitable Challenges That Will Arise

Challenges show up in every relationship. If the same ones seem to keep popping up, and if they seem overwhelming, it may be that your natures are completely different and not compatible or you don't share the same values.

Running from a relationship is not the answer. Anywhere you go, you take yourself with you! Honesty and clear communication are the only solutions.

- Have an honest conversation with your partner about ways to meet both your needs and theirs.
- Make yourself stronger and better; give more; focus on *their* needs.

Sometimes you have to make the hardest decision of all and end the relationship. Get clear on what's best for you and the other person.

The Four Rs of Ruined Relationships

By Dr. John Gray

1. Resistance
2. Resentment
3. Rejection
4. Repression

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Your Assignment

1. **First learn to love yourself.** For the next seven days, take two minutes each morning to look in the mirror and repeat, "I love you [your name], I love you [your name]..." Tell yourself the specific reasons you love yourself. Write down some reasons here.

2. **If you're in a relationship, make an action plan for taking it to the next level.** Make a list of things you can do to enhance your relationship. OR, if you truly are not matched in your natures, your values and your goals, get really clear about that, have an honest conversation and make some decisions. Make a game plan for what you are going to do.

"There is no remedy for love but to love more."
– Henry David Thoreau

3. **If you're single, make a "marketing plan" for attracting a relationship.** Where do you need to spend your time? Who do you need to talk to? Create a plan for the next 30 days.

"We are all born for love.
It is the principle of existence, and its only end."
– Benjamin Disraeli

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Relationships, finances, emotions, your career – none of these matters if you don't have your health. To avoid ending up as "the richest person in the graveyard," make your health an absolute priority.

Don't let anyone convince you to give this responsibility to "experts." *You* must be your own authority. Model people who have achieved the results you want, and learn from those who've studied the subject. With a few simple changes, you can give yourself the gifts of explosive energy, improved immune function and weight loss.

The Truth about Germs and Illness

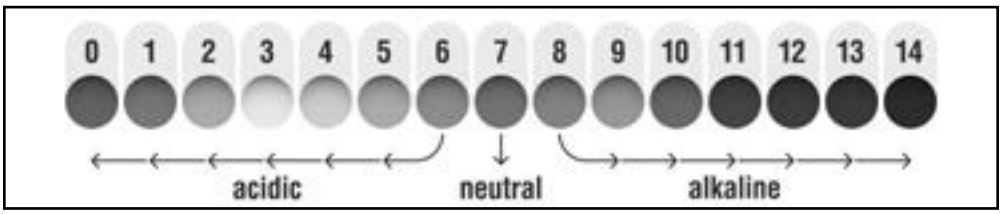
10 people can be exposed to the same germ, but not all of them become ill. Why? Because *germs are not the source of disease.* No specific germ is an absolute guarantee of contracting disease. Several other factors are involved:

- The amount of stress or emotion in your life
- Your genetic tendencies
- The things you do to keep your body in balance
- The pollution level of your environment (your body)
- Your philosophies about health

Your philosophy of health determines the choices you make about what to put into your body and how to deal with disease. Remember the flu season example, and take charge of your convictions.

The Acid-Alkaline Balancing Act

Our bodies are driven by electrical impulses in a complex electromagnetic system. This system requires a delicate balance between the levels of acid and alkalinity. **The ideal blood pH is 7.36.**



Excess acid in the system disrupts the balance, causing red blood cells to stick together, weaken and die. When this happens, more acid is released into the bloodstream, causing a vicious and deadly cycle of pollution. The body tries to compensate by calling upon its alkaline reserves, but eventually these are depleted and acid wreaks havoc, burning through your arteries. Again, the body tries to compensate by lining the artery walls with cholesterol – another deadly solution!

"The greatest mistake a man can make is to sacrifice health for any other advantage."

– Arthur Schopenhauer, German philosopher

How You Get out of Balance

1. **Your environment is *disturbed* by something.**
   - Emotions – negative emotions, thoughts, words and actions have a tremendous impact on your bloodstream.
   - Polluted environment – smog in the air makes you acidic.
   - Acid diet – animal proteins, cooked oils, sugar and refined carbohydrates are all sources of acid. *Sugar equals acid, and acid equals glue.*
   - Radiation – no one really knows what impact constant exposure to things like computer screens may have, but excess radiation could easily disturb the delicate balance.

2. **Cells become *disorganized*.**

   When cells are disturbed, they become disorganized in an attempt to deal with or adapt to the new (disturbed) environment. They weaken, die or mutate.

3. **As cells attempt to adapt, the environment is *compromised*.**

   Ruptured or dead cells give off excess acid. The new environment becomes a breeding ground for bacteria, yeast, fungus and molds.

4. **The environment becomes *polluted*.**

   Bacteria, yeast, fungus and other creatures feed on your energy stores and excrete acid waste, causing even more pollution, more disturbance, more disorganization and more acids.

5. **You develop what most people think of as *debilitating disease* or *aging*.**

   The truth is, it's an acid problem that begins with disturbance.

The 3-Step Cycle of Regaining Balance

1. **Cleanse your system, ideally for 7–10 days (or a minimum of 3–4 days).**

   You don't need a blood test to know you've built up some toxicity and acid through your lifestyle until now. The best way to cleanse is to superhydrate your system with plenty of fluids that are alkaline in nature. Green drinks, or Tony Robbins BioEnergy Greens™ supplement, will provide an instant boost to your alkalinity.

2. **Interrupt destructive patterns that don't serve you.**

   Identify and break your destructive patterns. Stop indulging in negative emotions or eating acidic foods.

3. **Provide your body with the core nutrients it really needs: a good WOMAN.**

   Water
   Oxygen/Breathing
   Minerals & Vitamins
   Alkalinity – Live alkaline foods
   Nutrition, diet & exercise

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Regaining Balance: Stories of Success

- *Hypercholesterol Study:* The National Institutes of Health followed an entire family whose cholesterol levels were over 450. After switching to an alkaline diet, one woman lost 50 pounds and lowered her cholesterol by 190 points in just six weeks.
- *Seeing Is Believing:* As you heard in the audio, Tony saw his own blood cells go from torn and leaking to healthy and intact. I felt better than ever, and the proof under the microscope was indisputable evidence.
- *Sean's Wish:* Remember Sean? Within 12 months, he went from being fragile and breakable to doing pushups and sporting a "six pack" of abdominal muscles.

Your Assignment

Everything in life shifts when you put yourself back in balance. Take control of your body with this simple, three-step challenge. For the next 10 days:

Step 1: Cleanse your system.

Step 2: Interrupt destructive patterns that don't serve you.

Step 3: Provide your body its vital needs.

Never leave the site of setting a goal without doing something toward its attainment. If you're ready to take your life to the highest level of energy possible, make sure you follow these steps and do something *right now.*

"It is health that is real wealth and not pieces of gold and silver."
– Mahatma Gandhi

Step 1: **Cleanse your system.**

Start cleansing right away by drinking plenty of water. Another way to do it is with Tony Robbins BioEnergy Greens™ supplement. For more information about this and other Tony Robbins supplements:

877-GO-4-GREEN

(877-464-4733)

How Much Water Is Enough?

Drink half your body weight in ounces every day. If you weigh 200 pounds, drink 100 ounces of water.

Step 2: **Interrupt destructive patterns that don't serve you.**

Write down at least three destructive patterns in which you've been engaging. Come up with one or two ways to interrupt each pattern the next time it arises.

Destructive Pattern *Example: I often get angry.*	**Pattern Interrupts** *When I begin to feel angry, I will take five deep breaths and list at least three things I'm grateful for in my life.*

Step 3: **Provide your body with its vital needs.**

Write a paragraph or two describing why you are now committed to providing your body with the things it needs. What will it give you? What has not doing this up until now caused you to miss out on or lose in your life?

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Frustration, anger, resentment, depression – compare these emotions to joy, passion, contentment, excitement and ecstasy! The emotions of our life *are* our lives. What we do is not based on our ability, our talent, or our skills; it's based upon how we *feel*. Most of us live our lives in reaction to our environment. Our emotions are like the ocean. Some days they're a brewing storm; other days they're as calm as they can be. But unlike the ocean, we have total control over how we feel, if we learn to exercise it. This session is about taking control of the most important and powerful part of your life: your emotions.

Emotions are signals calling us to action. Often, the emotions that seem the most painful may be telling us we need to make changes. If we heed these signals, we can use them to change and improve the quality of our experience and our lives *immediately*.

Where do emotions come from? Whether we give ourselves positive, negative or neutral feelings is determined by the *rules* we have and the *meanings* or interpretations we attach to events in our lives. What we feel is based not on our experience but on our *interpretation* of the experience. Remember: ***You are always in control of how you feel. Nothing controls you but* you.**

Exercise: Hope vs. Certainty

1. Think about something you'd like to have happen in the future and *hope* it will happen. Close your eyes and notice how it feels to hope. Do you see two different possibilities – having it work out and not work out?
2. Open your eyes, shake your body out a little and get rid of that hoping feeling. Now close your eyes and think about this same thing you'd like to have happen, but this time *expect* it to happen. Notice how it feels and how this is different than hoping.
3. Open your eyes. What was the difference?
   You just controlled your emotions!

"There can be no transforming of darkness into light and of apathy into movement without emotion."

– Carl Jung

10 Action Signals and What They're Trying to Tell You

If you feel...	The message is...
1. Discomfort	Change your state, clarify what you want and take action in that direction.
2. Fear	Get prepared, get ready to deal with something.
3. "Hurt"	An expectation is not being met and you have a feeling of loss. Change your behavior or your way of communicating your needs.
4. Anger	An important rule has been violated. Let the person know your standard may not be the same as theirs but you need their help.
5. Frustration	You need to change your approach to achieve your goal.
6. Disappointment	Your expectation may not be appropriate for the situation at hand.
7. Guilt	You violated one of your own standards. You must ensure you won't violate it again.
8. Inadequacy	You need to improve what you're doing or change your criteria; your rules may be too hard to meet.
9. Overwhelm	You need to prioritize. List the things you want to accomplish in order of priority, then take action with the first item on your list.
10. Loneliness	You need connection with people.

"Nothing in life has any meaning except the meaning you give it. If you don't like the way you're feeling, change the meaning."

– Tony Robbins

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6 Steps to Mastering "Negative" Emotions

How do most people handle their emotions? They avoid them, endure them or even use them to compete with others. There's a fourth way, a better way: *Learn* from your emotions and use them!

1. **Identify the emotion and appreciate the message.** It's telling you that you have to change something.
2. **Clarify:**
   - What is this emotion trying to tell me; what message is it offering?
   - Do I need to change my *perception* (the meaning) or my *procedures* (my communication or my behavior)?
3. **Get curious and ask questions:**
   - **How do I really *want* to feel?** As soon as you identify what you want to feel, you're moving in the direction you want to go.
   - **What would I have to *believe* in order to feel that way now?**
   - **What am I willing to do to make it the way I want it?**
   - **What's great about this or what can I learn from this?**
4. **Get confident:** Recall a specific time when you felt this emotion before and somehow got over it. Remembering a time when you were able to deal with the emotion will reassure you that you can deal with it now.
5. **Get certain:** Imagine coming up with different ways of handling this emotion. If one doesn't work, try another. Rehearse until you feel confident.
6. **Get excited and *take action!*** Do something right away that shows you can handle this emotion. Express your emotion in a way that reinforces what you've rehearsed in your mind and changes the way you feel.

10 New Positive Emotions to Plant in Your Garden

The best way to get yourself to do something is to put yourself in an emotional state where that behavior becomes automatic. For example, the easiest way to have close relationships and do the things that make you feel close to other people is to cultivate the emotion of being loving and warm. **Here are 10 quick emotions to plant in your life on a daily basis.** If you cultivate these emotions and focus on feeling them every day, you will plant the seeds of greatness in your life. For each, ask yourself: Where am I already experiencing or expressing this in my life? How could I add even more of it right now?

The 10 Emotions of Power

1. **Love and Warmth**
2. **Appreciation and Gratitude**
3. **Curiosity**
4. **Excitement and Passion**
5. **Determination**
6. **Flexibility**
7. **Confidence**
8. **Cheerfulness**
9. **Vitality**
10. **Contribution**

Your Assignment

Let's start using the 6 Steps and the 10 Action Signals we've learned in this session.

Step 1: **For the next two days, notice any negative or disempowering feelings that come up and go through the 6 Steps. Record your progress below.**

Negative emotion: _____

How I handled it: _____

Negative emotion: _____

How I handled it: _____

Negative emotion: _____

How I handled it: _____

6 Steps to Master Your Emotions

1. Identify the emotion and appreciate the message
2. Clarify: What is it trying to tell me? Do I need to change my perception or my procedures?
3. Get curious:
   - How do I really want to feel?
   - What would I have to believe in order to feel that way now?
   - What am I willing to do to make it the way I want it?
   - What can I learn from this?
4. Get confident: I've handled things like this before.
5. Get certain: Rehearse dealing with it in the future.
6. Get excited and take action!

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Step 2: **Make a list of all the things you can do to make yourself feel good.**

Most people have only a few ways to feel good. Expand your list and include things you can do at any moment in time, no matter where you are, like...

- Taking a deep refreshing breath,
- Singing your favorite song or
- Feeling grateful for love in your life.

Step 3: **For each of the 10 Action Signals you learned in this session, develop a new belief that will help you avoid getting stuck in these emotions.**

Disempowering Emotion *Examples:* Overwhelm Disappointment	**My New Belief** "This too shall pass" or "The best is yet to come." There's always a way if I'm committed.
1. Uncomfortable	
2. Fear	
3. Hurt	
4. Anger	
5. Frustration	
6. Disappointment	
7. Guilt and regret	
8. Inadequacy	
9. Overloaded, overwhelm, hopelessness, depression	
10. Loneliness	

JOURNAL NOTES

"We plant seeds that will flower as results in our lives, so best to remove the weeds of anger, avarice, envy and doubt."

– Dorothy Day

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Obtaining the financial freedom and abundance you deserve is easy. The secret to getting beyond scarcity is to *start* beyond it, by feeling a sense of abundance *right now* and living your life as if you already were financially independent.

Does this really work?

You bet it does! In this session, I shared my story of going from scarcity to abundance and back again to illustrate a few key points I learned along the way:

1. **Make it a must:** Give yourself a compelling future that makes it impossible for you to fail. My must was the birth of my son and wanting to give him an extraordinary quality of life.
2. **Get hungry:** Stop blaming everyone else. Set your goals, make them a must and commit to making the necessary changes *now*.
3. **Add value to other people's lives:** Remember, your income is in direct proportion to your contribution.
4. **Don't be a victim of the "tall poppy syndrome:"** Other people may want to chop you down to their size, but don't let that happen!

The Power of Compounding

Compounding occurs when you invest money and allow it to continuously reinvest itself. With this strategy, you'll realize explosive growth beyond your wildest imagination.

Examples:

- **In an 18-hole golf game, if you bet just ten cents on the first hole and double your bet every hole thereafter, the last hole will be worth $13,107.20. *No matter how little you start with, you must start now!*** If you wait until the third hole to begin, betting on fifteen holes instead of eighteen, the total comes to only $1,600.
- Saving $150 a month ($5 a day) at a 15% annual return for 30 years yields $1,051,000.
- Saving $250 a month in that same period of time produces $7.8 million.
- Investing $100 a month at your child's birth at a 15% rate of return results in $110,000 when the child turns nineteen. Leave it alone and it grows to $9.6 million when the "child" is age 50, $32.9 million at age 60, and $158 million at age 70!
- UPS deliveryman Ted Johnson never made more than $30,000 a year, but left a legacy of more than $70 million!

Statistics show you're going to live a long time. What are you going to do when you get there? Handling your finances is critical, and compounding is the ticket, so start investing *now*. If you're not willing to take a dime out of a dollar today, you won't be any more likely to take a hundred thousand out of a million later.

The Most Important Investment You Will Ever Make

The Value of Stocks:

- **Long-term dependability:** Since World War II, the best investment through time has been the stock market, delivering a 12% rate of compounded return for nearly 50 years.
- **Short-term flexibility:** Buying and selling stocks is fast and easy. It's much faster, for example, than selling a piece of real estate.

Sir John Templeton's Strategy: "3 Bucket" Asset Allocation

Decide what percentage of your income to invest and allocate it into each of the following areas in a proportion that meets your needs and satisfies your risk tolerance. By determining your asset allocation in advance and sticking to your plan, you'll avoid the temptation of spur-of-the-moment decisions.

1. **Security bucket:** This bucket is for low-risk investments such as fixed-income (treasury bills, corporate bonds, money market accounts) and equity (insurance policies, your home). The growth rate on these investments seems slow at first but compounds over time. What goes into this bucket should stay here – allow the profits to be reinvested.

2. **Growth bucket:** This bucket is for higher-risk investments with more potential for growth, such as mutual funds, collectibles, real estate and stocks. Reinvest one-third of the profits in your security bucket, one-third in your growth bucket and one-third in your dream bucket.

3. **Dream bucket:** This is the place to have some fun and save for the things you want in life. Whether it be a boat, a yacht, a vacation home or a sports team, this bucket lets you start building toward your dreams and making them come true.

Pay Yourself First!

Here's the best-kept secret to painless investing: *Never see the money!* Decide how much you want to invest, and have it deducted directly from your paycheck.

"Gold avoids those unwise in its use."
– George S. Clason

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Why People Fail to Become Wealthy: 12 Financial Traps to Avoid

Some people would have you believe that wealth is reserved for the top 1%, or people who were born with it, and is somehow being kept away from the rest of us. But thinking this way is a trap. We've all heard of people who manage to come up from nothing and become wealthy. If it's possible for them, it's possible for everyone. The truth is that people who fail to achieve financial freedom fall into one or more of these totally avoidable traps:

1. They never define what wealth means to them.
2. They make wealth a moving target.
3. They define wealth in ways that make it impossible to achieve.
4. They never even start.
5. They never make wealth an absolute must.
6. They don't have a realistic plan.
7. They fail to follow through.
8. They make "experts" responsible for their decisions.
9. When faced with major challenges, they give up.
10. They fail to conduct life as if it was a business.
11. They allow other people's emotions to affect the implementation of their plan.
12. They never get quality coaching.

How to Be Wealthy Right Now

This part is easy! Just do the exact opposite of the twelve financial traps:

1. Define what wealth means to you, exactly what will it take for you to feel wealthy.
2. Lock that definition in place. Don't keep raising the bar so it's always out of reach.
3. Make sure your definition is achievable.
4. Create a plan that is achievable.
5. Make it a must for you by listing the reasons you must be wealthy.
6. Finalize your plan and work out the details.
7. Make sure you follow through on your plan by immediately doing something toward its attainment.
8. Make yourself responsible for what shows up. It's your money! Let the experts coach you, but don't abdicate your responsibility.
9. Don't give up when the going gets tough.
10. Make your life a business and expect a year-end profit.
11. Don't let others' emotions stop you or make you deviate from your asset allocation.
12. Get good coaching.

Finally, remember that real wealth comes from an abundance in *all* areas: mental, emotional, physical and spiritual. The real key to unlocking wealth is just one thing: gratitude. The moment you feel grateful is the moment you feel rich.

"The way to achieve success is first to have a definite, clear practical ideal – a goal, an objective. Second, have the necessary means to achieve your ends – wisdom, money, materials and methods. Third, adjust your means to that end."

– Aristotle

Your Assignment

Decide, deduct and dare to dream!

Step 1: **Decide how you're going to allocate your assets.** Determine the percentage of your income that you will invest, and determine how you will split it between security and growth.

I'm going to invest _____% of my income.

I'm going to split my investments in this ratio (for example, 50/50 or 60/40):

Security bucket: _____%

Growth bucket: _____%

Step 2: **Make it a must for you.** Write a paragraph or two about why you must be wealthy and what it will do for you, your family and your future. What will it give you? Who will you be? What will you do with your wealth?

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Step 3: **Start making your plan. Write down the steps you must take to begin or improve your investing strategy.**

Examples

- Open a money market account
- Call accounting and start my payroll deduction
- Start researching stockbrokers
- Call Robbins Research and get a great coach! 1-800-898-8669

Step 4: **Never leave the scene of a decision without taking some action. Choose two of the items you listed in Step 3 and do them *today.* Make a note of what you did:**

JOURNAL NOTES

"An investment in knowledge pays the best interest."
– Benjamin Franklin

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Everything on earth has a purpose – and that includes you! Your purpose in life provides you with an inner drive that, once you tap into it, can give you immense fulfillment and unlimited joy.

Your purpose in life:

- Does not change
- Is eternal
- Is available to you each and every moment

3 Decisions Shape Your Life

Everything you do has a consequence. What ultimately shapes your life, though, are the decisions you make. You *can* have the life you deserve, where all your consequences are positive ones. How? By making these three decisions:

1. **Decide what to focus on.** What you focus on determines how you think, feel, contribute. Choose an empowering focus in every situation.
2. **Decide what things mean.** Meaning is something *you* determine. You cannot control events but you can control what events mean to you.
3. **Decide what you will do when something happens.** Remember, God's delays are not God's denials – unless you give up.

Discover the Sources of Pain

Whatever drives you shapes your life. Human beings are primarily driven by two things: the need to avoid pain and the need to gain pleasure. Pain can be useful, like when a child learns to stay away from a hot stove, or pain can be destructive, as it was for the woman who believed marriage equaled death.

Why am I feeling this pain?

1. What *unique* thing is happening when I feel this pain?
2. What *recent* thing happens about the same time I feel the pain?
3. What *consistent* factor is present when I experience the pain?

If you're experiencing pain in any area of your life, these three questions can help you discover the source, decide whether it's helping or hurting you and give you the information you need to create a deeper meaning.

How Will You Know Your Life's Purpose?

When You *Decide* What It Is!

- According to the Massachusetts Department of Health, Education and Welfare, the most important risk factor in dying of your first heart attack is job dissatisfaction. Make sure you have a deeper meaning for your life than "I'm on that grindstone again!"
- Victor Frankl, a Nazi concentration camp survivor and author of *Man's Search for Meaning,* found his purpose in his future. He vowed that somehow he would survive, share his story and make sure that nothing like the Holocaust could ever happen again.
- Near the end of his life, actor Michael Landon discovered a profound truth. In reminding people to live life to the fullest, every minute of every day, he developed a compelling purpose for his final days.

Your Purpose in Life Is up to You

Are you being efficient or effective? Being efficient means doing things right. Being effective means doing the right things.

Why Some People Don't Win the Game of Life

So many people feel like they can't win the game of life. Why?

For these seven reasons:

1. They don't know the purpose of the game.
2. Even though they don't know the purpose, they have rules for themselves and everyone else about how the game must be played.
3. Their rules are in conflict.
4. Even when they play by the rules, they don't always win.
5. Sometimes they get rewarded for breaking the rules.
6. They have to work with other people who all have the "wrong" rules.
7. They think it's a life-and-death game, putting so much fear and pressure on themselves that they never truly live.

"This is the true joy in life, being used for a purpose recognized by yourself as a mighty one. Being a force of nature instead of a feverish, selfish little clod of ailments and grievances complaining that the world will not devote itself to making you happy."

– George Bernard Shaw

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7 Strategies Used by Winners

By contrast, people who win at the game of life follow strategies that are the exact opposite of those of the "losers:"

1. They *decide* the purpose of the game.
2. They have fewer rules about how to be happy.
3. Their rules are consistent.
4. They give themselves pleasure whenever they win.
5. They give themselves short bursts of pain if they violate their sense of purpose in life.
6. They know that everybody has different rules. Their relationships succeed because they try to understand the other person's rules.
7. They don't take life too seriously.

Lose a Dream, Find Your Destiny

No matter what happens, you must find an empowering meaning. And you always *can*! Ask yourself, "How can I use this?" Often in life, when you look back on your worst situations, they turn out to be your best – if you are willing to trust that they happened for a reason. Look for the benefits and you will find them.

Don't wait for that glorious moment when you save someone's life. Start saving a life today by enjoying the one you have. Find your purpose in something simple, like Cecil did: love people, love animals, love beings and make the world a little bit better just by being nice.

Sometimes Not Getting Your Dream Gives You Your Destiny

Doc Graham, in the film Field of Dreams, got to play baseball for only five minutes. To him it wasn't a disaster, but being a doctor for only five minutes would have been.

Why do angels fly?

Because they take themselves lightly.

Your Assignment

Life is about two things: being and doing. Ultimately, your destiny is about who you become and what you do. To discover a greater sense of meaning for your life, follow these three steps and start discovering your life's purpose.

Step 1: **Remember what you wanted to be when you "grew up," and remember the times when you felt like you were really on a roll.**

1. With your eyes closed, remember when you were five, six, seven years old. What did you want to be when you grew up? Why did you want to be that? What feeling did you hope it would give you?

When you were a kid:

- What did you want to do?
- Why did you want to do that?
- What feelings were you hoping to get from that?
- Who were your role models?

I wanted to be an archaeologist, a police artist, a rock star. Today I dig for the truth and hang out with bands like Aerosmith!

2. Think of something else you wanted to be when you were growing up. Why did you want to be that? What feeling did you hope it would give you?

3. Think of a third thing you wanted to be. Again, why did you want to be that? What feeling did you hope it would give you?

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4. Now, with your eyes closed again, think about a time when you were really on a roll, where things flowed effortlessly. What were you doing, feeling, experiencing?

5. Think of another time you were on a roll, where you felt, "This is what life's about." What was happening? What were you doing, how were you feeling? Were other people involved? How were you being and what were you doing? Capture not only the idea, but the feeling as well.

6. Think of a third time when you felt incredible. Notice what you were doing, creating, sharing, feeling and who you were with.

Step 2: **Write your purpose.**

Write a simple phrase, a sentence or two. It doesn't have to be perfect the first time. Keep brainstorming, writing several until you find the one that feels right.

Your purpose statement must:

1. Be stated in the positive
2. Be brief
3. Include "emotionally charged" words
4. Tell how you're going to be, what you're going to do
5. Include yourself and others
6. Be achievable in your lifetime
7. Be able to be experienced every day
8. Make you happy...*really* happy!

Example

The purpose of my life is to

be fun, happy and grateful, to enjoy my life and share my love with others.

The purpose of my life is to _____

Step 3: **For the next month, keep your purpose statement in front of you.** Put a copy in whatever system or list you use for managing your time, and hang another copy on a nearby wall. As you look at it each day, think about how you can live your purpose even more.

I can live my purpose even more by _____

"Nothing can resist the human will that will stake even its existence on its stated purpose."

– Benjamin Disraeli

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The Ultimate Path to Pleasure or Pain

In the first session of Inner Strength, we discussed the father of action is our decisions. However, our decisions are controlled moment to moment by our state and by our ***Blueprint.***

In Session 2 of Inner Strength, you learned how to get into a habit of evaluating your Triad – your physiology, focus and questions – and conditioning yourself to experience the emotions you want whenever you choose. This allows you to optimize your state to be a more empowered one, so you can to make better decisions and gain more and more control over the quality of your life.

Now that you've listened to the best of *Personal Power* and *Get the Edge,* and really started applying the strategies to begin that process of transformation, we turn back to your ***Blueprint*** – your worldview that informs all your thoughts, feelings and emotions. Because of this, your Blueprint impacts everything you do and what life gives you back in return. *Your Blueprint controls your life*. Now we'll explore it more deeply.

Blueprint: A Deeper Look

When any stimulus in life happens, how do you know if it's good or bad? How do you know if you should be angry about this or excited? How do you know whether somebody just insulted you or teased you? When *anything* occurs, our minds have to decide how to respond. Whether we realize it or not, we're constantly feeding our minds a detailed outline that determines and explains why we do the things we do.

There are people who have endured incredible pain and suffering, but are happy and feel more alive than others who have not had those same challenges. Why? *Because they have a Blueprint that helps them find an empowering meaning behind anything that happens in life, even pain*. Becoming conscious of your Blueprint gives you ultimate control to head in the direction you want to go instead being subconsciously guided by "default" values, beliefs or rules that aren't serving you.

Sometimes, fine-tuning your Blueprint may just require minor tweaks and adjustments for you to experience a truly fulfilling life. Other times, it may require going back to the drawing board. But either way, you don't have to be a master architect of the mind in order to create a Blueprint that works for you through good times or bad. You just need to take a closer look at the forces that impact your Blueprint.

"The least of things with a meaning is worth more in life than the greatest of things without it."

– Carl Jung

The 3 Forces that Control Your Destiny

In our Blueprints, we judge whether our life events are punishing or rewarding us based on 3 Forces: our ***needs***, ***beliefs*** *and* ***habitual emotions*****.** The mind relies on these to decode: *Is this the end or is this the beginning? Should I be angry about this situation, or should I be excited?*

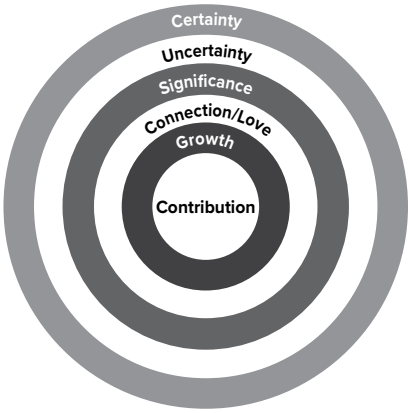
Becoming aware of these 3 Forces that are guiding you unconsciously, and redirecting these influences with intention, changes your life dramatically! It can eliminate needless pain, help you avoid unnecessary difficulties and give you more joy than you can imagine.

1. **Your Driving Force: 6 Human Needs**

   Although we all have different Blueprints, different beliefs and can respond with different emotions to the same event, one thing we share is that we all have the same 6 Human Needs.

   As you'll recall from the *Personal Power* section of this program, the 6 Human Needs are:

   1) ***Certainty*****:** to be comfortable, avoid pain, and have some level of consistency.
   2) ***Uncertainty/Variety:*** we need variety, change and surprise to feel alive.
   3) ***Significance:*** the need to feel unique, special, and important.
   4) ***Connection/Love:*** to give and receive affection and support from others.
   5) ***Growth***: to become more, break through stagnation. We either grow or we die.
   6) ***Contribution***: to give beyond ourselves.



   Although every single person has the same six needs, not everybody places the same importance on the same needs. For example, if you think the center of this target is certainty, you're going to look at life completely differently than if you think the center of life is love.

   Focusing more on any of the 6 Human Needs than the others is neither right nor wrong. However, be aware that your focus will create different problems or different opportunities, depending on where you are in your current Life Conditions. If the center of the target in your Blueprint is significance, for example, that may come into conflict with the area of love and connection.

   Additionally, the wider gap there is between your Life Conditions and your Blueprint, the greater the difference will be in the areas that you value most, and the more upset you experience.

   If you can pinpoint which need(s) you value most in practice – that is, which needs you strive to fulfill operationally in your everyday actions – and the needs you truly value most but may not consciously strive for, you can then close the gap and match your Blueprint with your Life Conditions.

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2. Your Guiding Force: The Map of Meaning & Action

Think of your belief system like a **map**. Your beliefs tell you how you get from where you are to where you want to be. Or you might have a **rule** that says, *"I've got to create the kind of relationship where there is always unconditional love,"* or *"I have to be aggressive, funny, giving,"* etc.

We have a map or rulebook in our unconscious mind that guides us in how to meet our needs and hit our targets. This becomes the way we believe we need to be in order to get what we want.

To change your life, you must value one of your other needs more than the top two you value now.

If one of your top two needs is love, learning to value another need more doesn't mean that you don't want love or shouldn't want it. But if your focus is, *How can I GIVE love (*which can meet the needs for significance, growth or contribution) instead of *How do I GET love*, you literally change the direction and, ultimately, the destination of your relationship or your life.

3. Your Fuel of Choice: Habitual Emotions

Whatever it is you say you really want, whether you achieve it or not largely depends on the *habit of emotion you get into most*. If the habit of emotion is frustration, feeling like a failure or feeling like you're not enough, that's what you'll unconsciously act out. However, if the habit of emotion you have is one of passion, determination, courage or playfulness, you've got a much better chance of getting the results you want.

Have you ever known someone who always finds a way to get upset, or somebody that's not really funny – but thinks they are – and you find yourself laughing anyway because they're having such a good time laughing at their own joke?

There's a center of gravity emotionally that you come back to on a regular basis – in your relationship, in your career or with your kids. You can make a billion dollars, but if the primary emotion that you feel all day long is frustration, boredom or fear, your life will be one of frustration, boredom and being fearful. The emotions we live with day to day control the quality of our life *more than anything else*.

The quality of your life is the quality of your emotions.

The 3 Ps of Suffering

Earlier we took a look at the formula for happiness, when Life Conditions equal your Blueprint. Likewise, when Life Conditions are not equal to your Blueprint, then there will be unhappiness.

We also know that when we experience unhappiness, we have two *real* choices: Change your Life Conditions, or change your Blueprint. But sometimes, that sense of unhappiness becomes so internalized that it feels like there's nothing you can do to change anything. That's when unhappiness reaches a peak and turns into *suffering*.

Suffering is when Life Conditions don't equal your Blueprint of how things should be, and you feel like you have no control to change it.

Psychologist Martin E.P. Seligman, Ph.D., defined suffering as a form of "learned helplessness." When you feel helpless – especially if you don't normally think of yourself as a helpless person – that feeling intensifies the suffering. The truth is there are no victims; there are only volunteers. However, the feeling of suffering comes from three aspects:

1. **You think the problem is *permanent*.** No problem is permanent. No matter how big the problem is, no matter how intense it seems, it's going to end. It may not end when you want, and it may not end the way you expected, but it will end. We do not always have control over Life Conditions, but the illusion that we can really control anything except *meaning* is really what makes us suffer. Have faith that "this too shall pass."
2. **You think the problem is *pervasive***. *"Because this relationship is messed up, my whole life is messed up. Because my finances are in ruin, everything is over."* No problem is truly pervasive – meaning it affects or harms everything else in your life. It just looks that way because you keep saying it's pervasive. Whatever the problem is, it doesn't have to affect everything or mean your whole life is a disaster. Again, we go back to meaning.
3. **You think the problem is *personal***. "*It's something wrong with me. There's a character defect in me. It's just the way I am."* When you think the problem is just the way you are, you are not going to change it because you don't think you can. It's an identity issue.

No problem is permanent. No problem is pervasive. No problem is personal. It's just a matter of shifting your Blueprint. This isn't as hard as you think. People tend to see their Blueprint as who they are, as if it's carved in stone. But a Blueprint can change. Everyone has had some beliefs years ago that they would have fought for, which in hindsight would be almost an embarrassment to admit today. Blueprints change all the time!

You can accelerate that change and eliminate suffering by getting clear about where your Blueprint is strong – where it's the essence of who you are versus a belief or rule you adopted unwittingly that became a habit through practice. Evaluate where your Blueprint meets your needs and where it doesn't serve you. Remember, you get to choose: You can change the conditions or change your Blueprint. This way *you're* in control of your emotions and actions.

"The mind is its own place, and in itself, can make heaven of Hell, and a hell of Heaven."

– John Milton

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Your Assignment

1. Let's sum up! **Here's your chance to capture everything you've learned about what drives you and what you want in one place so you can refer to it easily.** Turn back to your first assignment in Session 1 of *Inner Strength* and review your answers on areas of your life that you are happy and unhappy about. Then take a few minutes to dig further into your Blueprint and open up that invisible part of you that controls your destiny by re-associating what you wrote down in a deeper context.

1) What makes you happy?

2) Why does it make you happy?

3) What makes you unhappy?

4) Why does it make you unhappy?

2. **What's life ultimately about for you?**

3. **What has to happen for life to be that way?** What do you have to do? Do other people have to do something or be a certain way?

4. **Which one of your 6 Human Needs are you making most important in your life?** What shift might you need to make to meet your needs?

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5. **Is this the best Blueprint you can come up with today?** Why or why not?

6. **With all that you know about your life, what would be the more important need(s) to value?**

7. **What's most important in life and how will you get there?**

JOURNAL NOTES

"What lies behind us and what lies before us are tiny matters, compared to what lies within us."

– Ralph Waldo Emerson

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The Journey Continues...

Today, there are so many things you can focus on – so many constant demands for your attention – that if you don't decide *in advance* what you're going to focus on, something or someone else is going to decide for you – whether it be family, kids, a significant other, your boss, social media, the economy...you name it. *Something's* going to drive your attention and your life. Shouldn't it be *you*?

The ***Ultimate Edge***® starts with taking control of the one thing that every one of us can do in an instant: choosing what we are going to give our attention to and making a commitment toward measurable improvement in the areas we want to change. But let's face it: It's all too easy to revert to our old habits, especially when surrounded by our old environment. If you're committed to making real, rapid and *lasting* progress toward your goals, you can exponentially multiply the intensity of the tools included in this product by adding an Immersion Experience. And we want to make that easy for you!

So be sure to take advantage of the $100 discount included in this product for *Unleash the Power Within®,* our unforgettable signature four-day weekend event* that **empowers you to:**

- Learn the secret to peak performance.
- Convert the energy of fear into constant momentum that becomes an unstoppable force.
- Experience the thrill of storming across a bed of burning hot coals to break through your fears!
- Master the powerful skills of rapport and influence to maximize your effectiveness as a parent, partner, businessperson and leader.
- Build a clear and compelling plan to close the gap from where you are to where you want to be.
- Learn to dramatically increase your energy with less sleep.
- Learn effective nutritional and psychological strategies to bolster your immune system and improve your overall health.
- Have a total blast and feel incredible!

This engaging, powerful *UPW* live event comes with a money-back guarantee if it doesn't do everything you want, but you've got to stay for at least half of the program. Imagine what four days of total focus and immersion will do to reinforce and internalize the strategies we've learned so far. It'll change your life forever! For more information, call **800-466-7111** or visit the website **www.tonyrobbins.com/upw.**

**You also may use this coupon for any of our multi-day live events.*

The second aspect of total immersion is individual attention, so if you choose, you can apply your $100 discount to coaching sessions once a month for 30 minutes – that's all it takes! – to keep you on target and to customize your needs along the way; or you can choose two sessions a month. For more information on coaching, call **888-834-9096** (for international dialing call **001-858-535-9900**).

Congratulations!

You've already accomplished what most people will never even try: learning how to take conscious control over your focus, your emotions and your life! Now it's up to you to put what you know to good use, so you can experience the achievement and fulfillment you deserve.

By consistently practicing the tools provided in this program, you will have conditioned your mind, body, emotions and your spirit to soar. You have new tools and understanding to handle the problems that show up in radically different and more productive ways. In fact, you won't even see them as problems anymore but exciting challenges and opportunities to learn and grow! Even more importantly, you'll be more excited to connect with people and they'll feel the same way about you. With your extraordinary psychology you will attract and influence people like never before. Once your intentions are aligned with your thoughts and actions, nothing can hold you back...and nothing can stop you from enjoying your life to the fullest! That's my biggest wish for you.

As always, live strong and Live with Passion!

REMINDER

Be sure to check out your bonus PowerTalk! audio: Transformation: The Power of Expanded Identity.

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INNER STRENGTH

Day 1: Decisions & Destiny: Understanding & Directing the Forces That Shape Your Life

Part 1

No.	Title
1	Welcome to Ultimate Edge!
2	The 3 Pillars of Progress: Parts 1 & 2
3	The 3 Pillars, Part 3: Inner Conflicts
4	Resourcefulness & Emotional Fitness
5	The 2 Master Lessons of Life
6	The Decisions Shaping Your Destiny

Day 1: Decisions & Destiny: Understanding & Directing the Forces That Shape Your Life

Part 2

No.	Title
1	Understanding Your Worldview / Blueprint
2	Exercise: Formula for Happiness
3	Exercise: Formula for Unhappiness
4	Pain Provides 3 Choices
5	3rd Choice: Shift Your Blueprint
6	Pat Riley: The Power of Certainty
7	Exercise: Describe Your Extraordinary Life

Day 2: Your Hour of Power: The Key to Personal Transformation & Results

No.	Title
1	What's Missing?
2	Creating an Extraordinary Psychology
3	A Problem, Or an Opportunity?
4	Conditioning Empowering Emotions
5	Changing the Pattern of Your Triad
6	Your Rituals Equal Your Results
7	Move, Breathe & Create Your Day
8	Incantations to Change Your Life

Daily Magic! Your Ritual for Lasting Energy, Happiness & Success

No.	Title
1	How to Use this Audio Session
2	Move & Breathe
3	Get Grateful & Visualize
4	Use Incantations & Exercise
5	Workout 1 (30-Minute Session)
6	Workout 2 (45-Minute Session)
7	Workout 3 (Your Hour of Power)
8	Warm-Down & Celebrate!

PERSONAL POWER® CLASSIC

Day 1: The Key to Personal Power: Harnessing the Power of Decision

No.	Title
1	Welcome to Personal Power!
2	Personal Power Equals Action
3	Don't Major in Minor Things
4	My Study of Success
5	The Ultimate Success Formula
6	Accelerate Your Pace by Modeling
7	Take Action: Make 2 Decisions

Day 2: Pain & Pleasure: The Controlling Forces That Direct Your Life

No.	Title
1	2 Forces Control All Behavior
2	Why We Sometimes Fail to Act
3	We'll Do Anything to Avoid Pain
4	What Really Drives Behavior?
5	Take Control or Live in Reaction
6	Make Pain-Pleasure Work for You
7	Ask Yourself a Better Question
8	5 Steps to Get Yourself Going

Day 3: The Power of Associations: The Key to Shaping Your Destiny

No.	Title
1	Our Associations Drive Our Lives
2	The 4 Elements of Destiny
3	Tomorrow's Results Start Today
4	Examples from My Own Life
5	Associations Can Move Us Forward
6	Associations Can Ruin Our Lives
7	How We Create Associations
8	Identify Your Past Associations

Day 4: The 3 Steps to Lasting Change: The Science of Neuro-associative Conditioning

No.	Title
1	How Traditional Therapies Work
2	Break Through by Changing Meaning
3	How to Create Lasting Change
4	Step 1: Get Leverage on Yourself
5	Step 2: Interrupt the Pattern
6	Step 3: Create a New Association
7	2 Examples of Conditioning
8	Start Using NAC's 3 Steps Today

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PERSONAL POWER® CLASSIC

Day 5: The Goal-Setting Workshop: How to Create a Compelling Future

No.	Title
1	The Power of Setting Goals
2	A Life-Changing Train Ride
3	Why Goal-Setting Really Works
4	Real-Time Goal-Setting Workshop
5	Part 1: Personal Development
6	Part 2: “Things” Goals
7	Part 3: Economic Goals
8	Take the Rocking Chair Test

Day 6: The Driving Force: Unleashing the Power of Your 6 Human Needs

No.	Title
1	Why People Feel Fulfilled
2	Need 1: Certainty/Comfort
3	Vehicles: How We Meet Our Needs
4	Need 2: Uncertainty/Variety
5	Need 3: Significance
6	Need 4: Connection/Love
7	Needs 5 & 6: Growth & Contribution
8	Why We Love or Hate to Do Things

Day 7: The Rapid Planning Method: More Time for What Matters to You

No.	Title
1	Manage Your Life, Not Your Time
2	Whatever You Focus on, You Feel
3	To-Do List: The Source of Stress
4	The 3 Questions of RPM
5	The Power of Chunking
6	Begin the Process of Chunking

GET THE EDGE

Day 1: Results Workshop: 7 Keys to Changing Anything in Your Life – Starting *Now*!

Part 1

No.	Title
1	Success Leaves Clues
2	The Reasons We Don't Change
3	Exercise: How We Rationalize
4	Overcoming Rationalization
5	Creating an Effective Strategy
6	Conscious Change: Steps 1 & 2
7	Exercise: Let's Get Honest
8	Step 3: Create an Action Plan

Day 1: Results Workshop: 7 Keys to Changing Anything in Your Life – Starting *Now*!

Part 2

No.	Title
1	Step 4: Uncover Limiting Beliefs
2	Changed Beliefs, Changed Lives
3	Josh's Transformation
4	Exercise: Discover New Beliefs
5	Step 5: Set Yourself Up to Win
6	Exercise: Enhance the Experience
7	Step 6: Take Massive Action
8	Step 7: The 7th Power

Day 2: The Power of Relationships: Passion, Connection & Love (Part 1)

No.	Title
1	Find the Gap: Where Are You Now?
2	The Secret to Handling Upsets
3	The Purpose of Relationships
4	A Place to Give, Not to Get
5	Every Person's Primary Fears
6	Resolving Relationship Conflicts
7	Exercise: The Gift of Love
8	The Importance of Selection

Day 3: The Power of Relationships: Passion, Connection & Love (Part 2)

No.	Title
1	How to Make the Right Selection
2	Exercise: Define the Ideal Mate
3	Samples from the Studio
4	Exercise: Rate Your Partner
5	The 4 Rs of Ruined Relationships
6	Making the Hardest Decision
7	An Action Plan for Relationships
8	A Single Person's Marketing Plan

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GET THE EDGE

Day 4: Pure Energy Live: The Key to a Strong, Healthy & Vital Life

No.	Title
1	The Secret to Lasting Energy
2	New Facts on Germs & Illness
3	The Acid-Alkaline Balancing Act
4	Regaining Balance: Tony's Story
5	Alkalize & Energize
6	How We Get Out of Balance
7	The 3-Step Cycle of Balance
8	Sean's Wish: A New Prognosis

Day 5: The Power of Emotions: Your Call to Action

No.	Title
1	Understanding Your Emotions
2	Exercise: Hoping vs. Expecting
3	Every Emotion Carries a Message
4	Mastering Emotions: Steps 1 & 2
5	Decoding the 10 Action Signals
6	Mastering Emotions: Steps 3-6
7	10 Power Emotions
8	Start Using the 6 Steps Now!

Day 6: Financial Freedom: Creating the Foundation for Lasting Wealth

No.	Title
1	Moving Beyond Scarcity
2	The Road to Abundance: My Story
3	The Power of Compounding
4	Pay Yourself First: Invest 10%
5	"3 Bucket" Asset Allocation
6	12 Financial Traps to Avoid
7	How to Be Wealthy Right Now
8	Decide, Deduct & Dare to Dream!

Day 7: The Purpose of Life: Finding Your Real Inner Drive

No.	Title
1	The Joy of Knowing Your Purpose
2	3 Decisions that Shape Your Life
3	Cecil's Story: A Radiant Example
4	Your Purpose in Life Is Up to You
5	How We Lose the Game of Life
6	7 Strategies Used by Winners
7	Exercise: What Is Your Purpose?
8	Lose a Dream, Find Your Destiny

INNER STRENGTH: THE FINAL DAY

The Final Day: Your Personal Blueprint: The Ultimate Path to Pleasure or Pain

No.	Title
1	How We Create Meaning in Our Lives
2	Beliefs: Your Guiding Force
3	Your Habitual Emotions
4	Use Your Pain to Drive You
5	Learned Helplessness: The 3 Ps
6	Pain Is Part of Life; Suffering Is an Option
7	Exercise: Evaluating Your Belief System

POWERTALK BONUS

The Power of Your Identity

No.	Title
1	The Frog & the Scorpion
2	Beliefs about Who We Are Create Our Boundaries
3	Mother Teresa's Defining Moment
4	The Power of the Pygmalion Effect
5	Who Are You?
6	Who Must You Become?
7	Creating a Ritual to Celebrate Your Identity
8	The Pitfalls of Judging Someone Else's Identity
9	Expand Your View of Yourself
10	Define Who You Are, Expand It, Become It!

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